

CITY OF EL SEGUNDO

DOWNTOWN SPECIFIC PLAN



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DOWNTOWN SPECIFIC PLAN

**ENVIRONMENTAL ASSESSMENT EA No. 474
GENERAL PLAN AMENDMENT GPA No. 99-2
ZONE CHANGE No. 99-2
ZONE TEXT AMENDMENT No. 99-5**

PREPARED BY:

**CITY OF EL SEGUNDO
DEPARTMENT OF COMMUNITY, ECONOMIC
AND DEVELOPMENT SERVICES**

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**ADOPTED: August 1, 2000
ORDINANCE No. 1319**



DOWNTOWN SPECIFIC PLAN

Examination and Approval by the Board of City Planning
February 10, 1964
This is to certify that the
Downtown Specific Plan No. 123

Proposed by

CITY OF NEW YORK

Board of City Planning
and City Planning Commission

City of New York

City of New York

City of New York

City of New York

City of New York

Approved August 1, 1964

City of New York

ACKNOWLEDGEMENTS

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The City extends many thanks to the members of the Downtown Task Force. Without the tremendous time and energy contributed by this dedicated team of community leaders, this Plan would not be possible.

This Plan was prepared by City staff with assistance from a consultant team consisting of:

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Meyer, Mohaddes Associates, Inc.
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Appendix A

1. The first group of items is the most important. It includes the following items:

2. The second group of items is the next most important. It includes the following items:

3. The third group of items is the next most important. It includes the following items:

4. The fourth group of items is the next most important. It includes the following items:

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6. The sixth group of items is the next most important. It includes the following items:

DOWNTOWN SPECIFIC PLAN

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APPENDICES – (SEPARATE DOCUMENT)

Appendix I:	Downtown Specific Plan Concept Document – Approved by the Downtown Task Force, February 22, 2000.
Appendix II: Segundo	Developing a Vision for Downtown El Segundo – Submitted to the El City Council, November 8, 1998 by the El Segundo Downtown Task Force.
Appendix III:	Circulation Element Update Technical Report – Main Street/Downtown Commercial District Circulation Analysis – Prepared by Meyer, Mohaddes Associates, Inc. February, 2000.
Appendix IV:	El Segundo Downtown Demographic Data – Prepared by Keyser Marston Associates, Inc. November 8, 1999.
Appendix V:	Implementation Funding Options for Downtown Specific Plan – Prepared by Keyser Marston Associates, Inc. April 18 and 27, 2000.
Appendix VI:	Initial Study – Environmental Checklist Form and Mitigated Negative Declaration Prepared by the City of El Segundo, Community, Economic and Development Services Department, April 21, 2000.
Appendix VII:	City Council Ordinance No. 1319, Approving the Downtown Specific Plan, Adopted August 1, 2000.

I. INTRODUCTION

A. Specific Plan Project Description

The proposed project is a Specific Plan for the Downtown area of El Segundo. The Plan envisions a ten-year horizon for planning and development purposes. Although the Plan will not "expire" in ten-years, it is anticipated that the goals of the Plan will be achieved within the ten-year planning horizon, and that the Plan will be re-evaluated, updated and revised, if necessary, after ten years. The project includes a General Plan Amendment (GPA 99-2), a Zone Change (ZC 99-2) and a Zone Text Amendment (ZTA 99-5). The Downtown Specific Plan encompasses the majority of the Downtown Commercial (C-RS) Zone, as well as the Civic Center Complex, which is zoned Public Facilities (P-F). The Plan area is generally located west of Sepulveda Boulevard and north of El Segundo Boulevard (Exhibits 1-3). El Segundo's Downtown is the heart of the community. Due to its location deep within the community and away from regional arterials, Downtown remains a small, distinct district approximately two blocks by five blocks in size.

The Plan area is currently developed with commercial, residential and public uses, and future development is anticipated to be similar in nature. The entire Specific Plan area is approximately 25.8 acres in size, while the C-RS Zone is approximately 30.8 acres in size. The majority of the lots within the Specific Plan area are 25 feet wide by 140 feet deep, 3500 square feet in area, although many of the lots have been combined and developed under common ownership.

In general, the purpose of the Specific Plan is to provide the opportunity to implement the Vision of the community for the Downtown; to enhance the quality small town environment that the residents currently enjoy. The Plan provides this opportunity by the adoption of new development standards, design regulations, and other criteria. The City Council initiated the preparation of a Specific Plan in response to concerns and requests from the community to enhance the Downtown environment that the residents value so highly.

The Specific Plan will provide land use and development standards for the area including, but not limited to, standards for heights, setbacks, density, lot area, outdoor uses, landscaping, parking, loading, circulation and signage. Design standards will also be included within the Specific Plan to regulate site development, street configurations, streetscape (sidewalks, street furniture, bus stops, bicycles), landscaping, lighting (street and pedestrian, decorative and security), architecture and signage. The Specific Plan is divided into five Districts, each having distinct characteristics and standards. Two related projects, which are currently separately underway, are the update of the City's Circulation and Housing Elements.

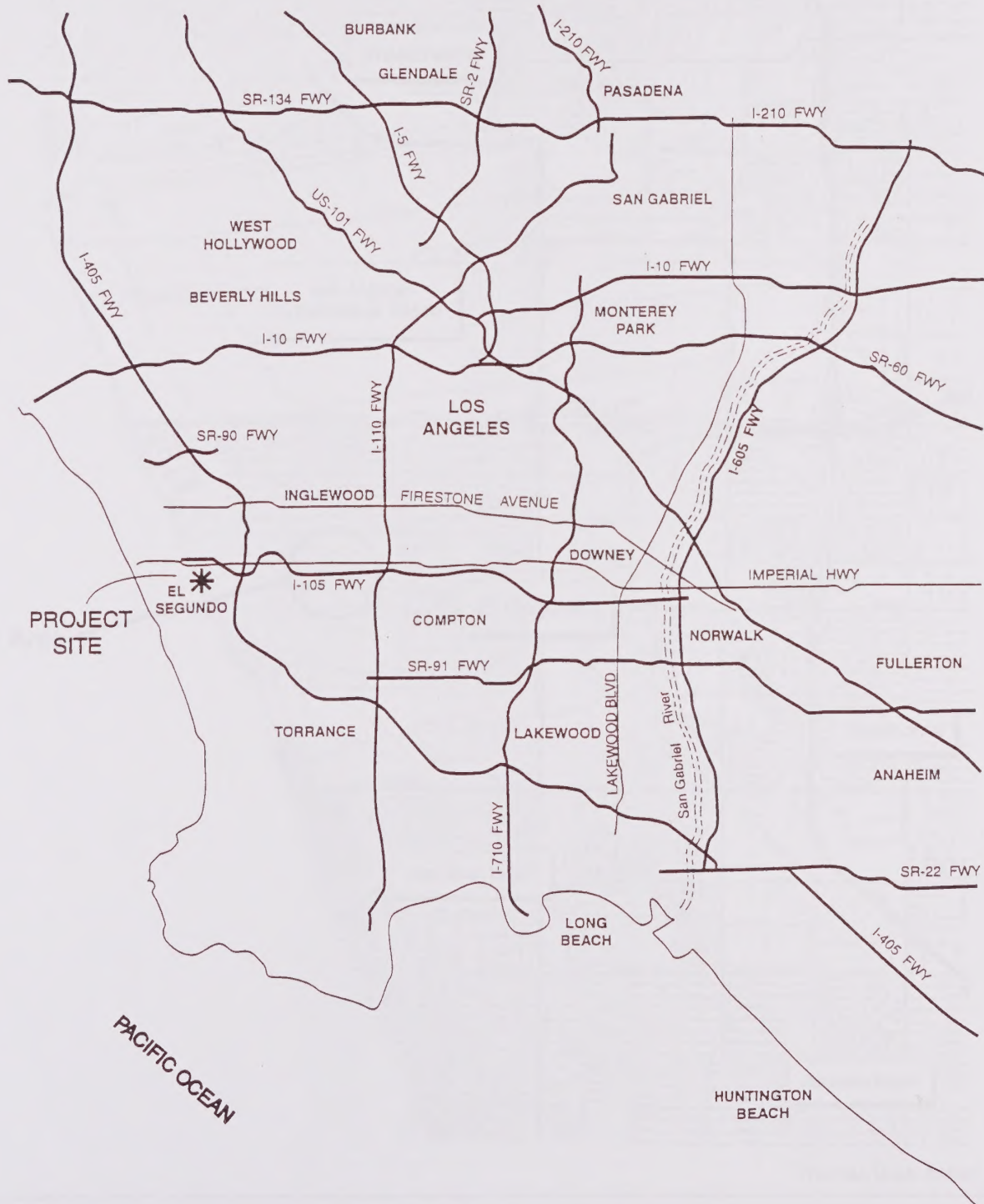
The current and proposed development standards allow a commercial density or floor area ratio (FAR) of 1.0:1. An example of a FAR or density of 1.0:1 is a 3,500 square foot lot would allow a 3,500 square foot building. One strategic site, the City parking lot (17,500 square feet in area) on the northeast corner of Richmond Street and Franklin Avenue, in the 200 block of Richmond Street, is proposed to allow a 1.5:1 FAR. The Specific Plan area currently has approximately 560,000 square feet of commercial uses. For this evaluation, a ten-year horizon was used with an addition of 271,814 square feet of new commercial uses. This is 24% of the maximum 1,123,848 square feet of total build-out allowed by the current zoning and General Plan.

The current zoning allows a maximum of 276 dwelling units within the Plan area. This equates to one unit per 25 foot wide lot (12.5 dwelling units per acre), not including the Civic Center site. Currently there are approximately 82 residential units in the Plan area.

The final Plan will not allow the development of any new residential units, although the existing units may continue and may be rebuilt if accidentally destroyed.

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is located to the rear of the Pursell Building, (on the northwest corner of Main Street and Grand Avenue), across the alley from the Grand Avenue District (on the northeast corner of Richmond Street and Grand Avenue). Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling and people watching. Plazas are typically ringed by restaurants, galleries and other retail uses. Food service and goods from portable retail carts or wagons are often available within plazas.

EXHIBIT 1 REGIONAL LOCATION



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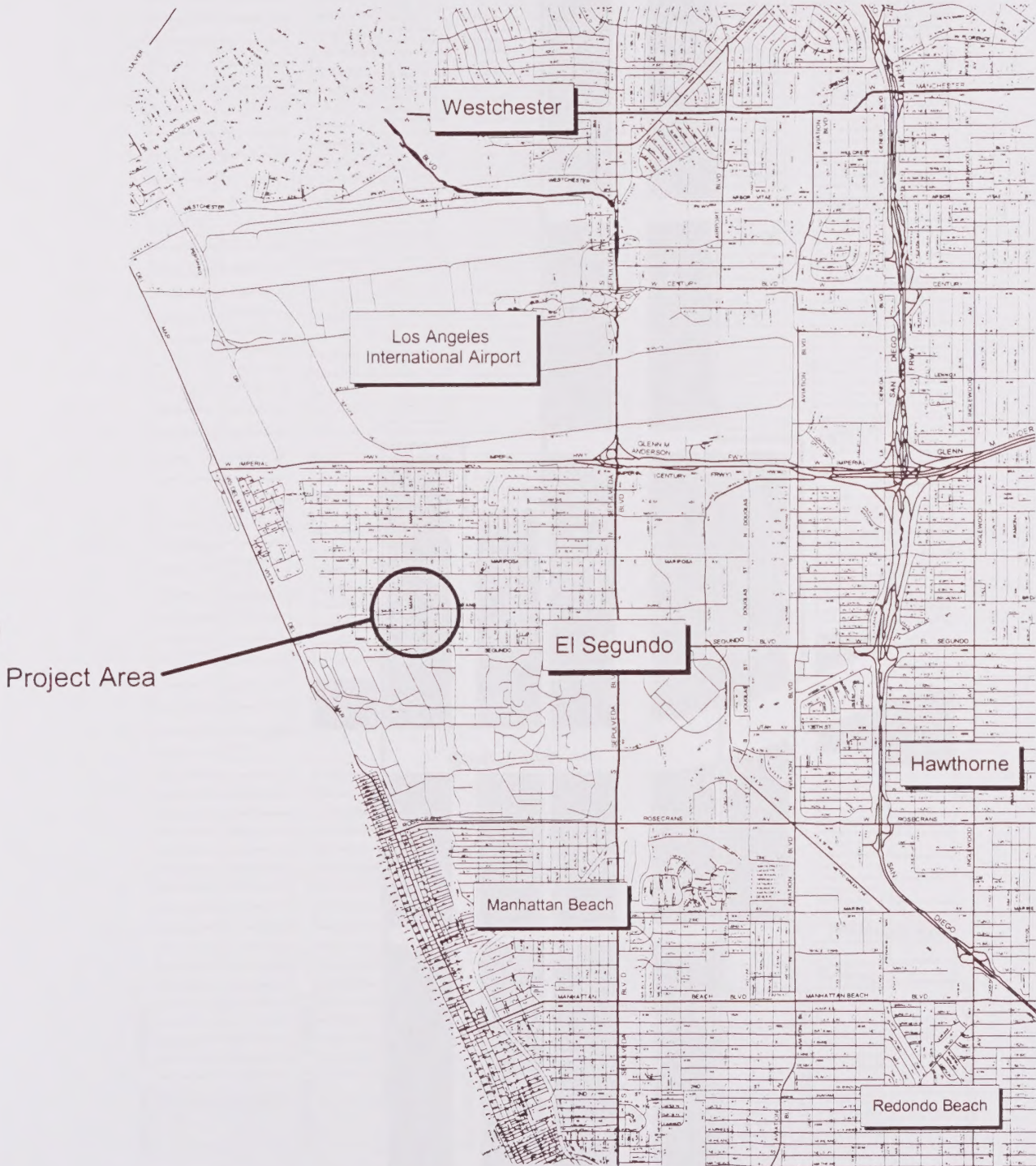
EXHIBIT 1

REGIONAL LOCATION

The map shows the location of the project area within the regional context. The project area is located in the central part of the region, surrounded by other areas. The map includes major roads and boundaries.



EXHIBIT 2 LOCAL VICINITY



Thomas Bros. Maps



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2 Miles



EXHIBIT 3
LOCAL VICINITY



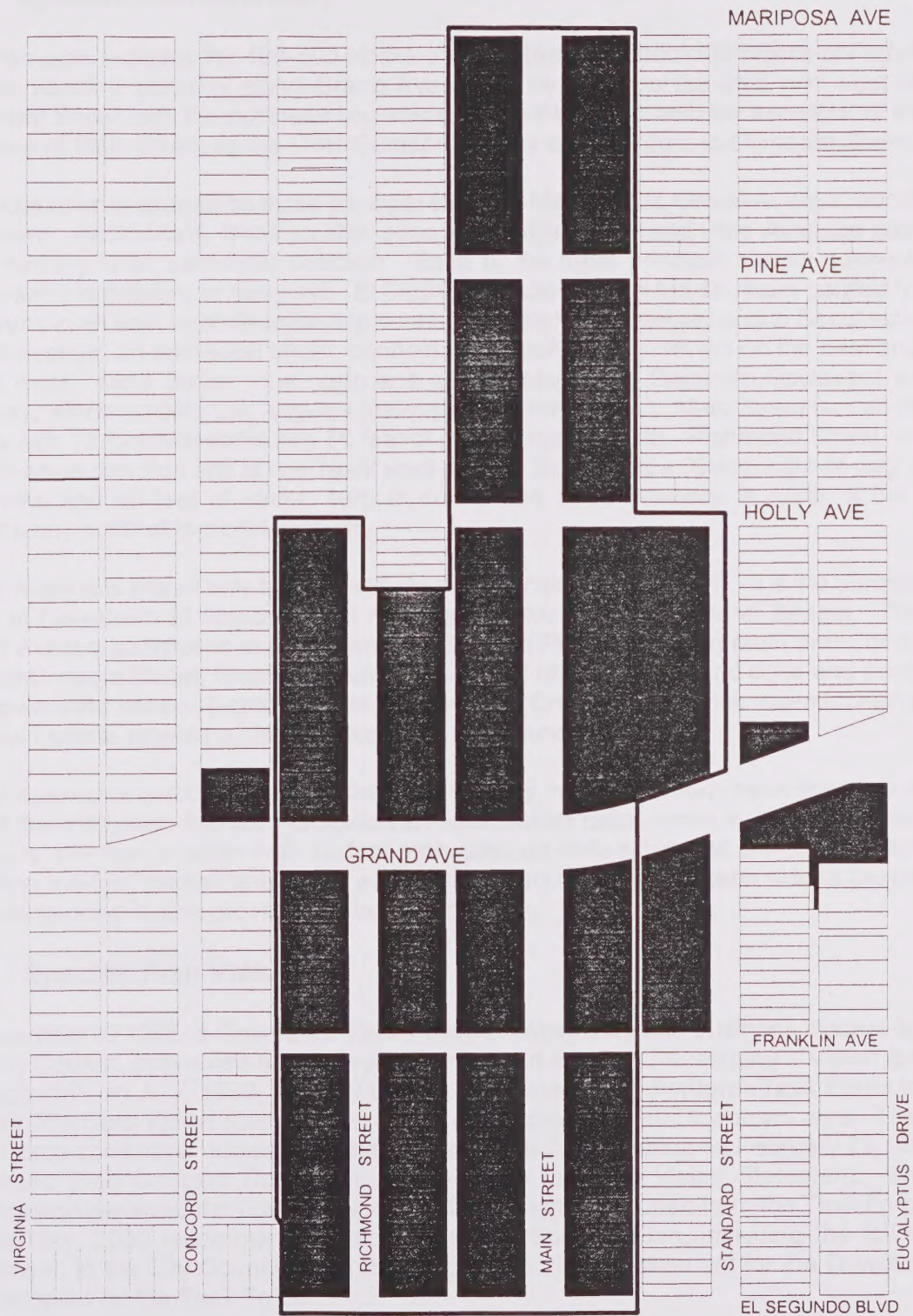
Scale 1 inch = 1 mile



Scale 1 inch = 1 mile



EXHIBIT 3 DOWNTOWN SPECIFIC PLAN



-  Specific Plan Boundary
-  Downtown Commercial (C-RS) Zone

0 500 1000 Feet



EXHIBIT 3 DOWNTOWN SPECIFIC PLAN



City of San Francisco
Department of Planning and Economic Development



B. Specific Plan Boundary

The Plan area includes the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the abutting property along Grand Avenue. The alleys to the east and west of Main and Richmond Street form the perimeter boundaries of the Plan area, with the exception of the 300 block east side of Main Street as the Civic Center Complex extends east to Standard Street.

The Downtown is divided by three principal streets - Main Street, Grand Avenue, and El Segundo Boulevard. Additionally, three smaller streets- Franklin, Holly and Pine Avenues cross the Plan area, running in an east-west direction. Each of the three principal streets connects to major, region-serving arterials or freeways. El Segundo Boulevard, on the southern boundary of the Plan area, runs in an east-west direction and connects to the I-405 Freeway and to Sepulveda Boulevard. Grand Avenue, an east-west street, connects to Sepulveda Boulevard on the east and the beach to the west. Main Street runs north and south between El Segundo Boulevard and Imperial Highway, which borders Los Angeles International Airport (LAX). Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56 feet of paving, curb to curb. Richmond Street, which runs in a north-south direction and is one block west of Main Street, has a 60-foot right-of-way, with 10-foot sidewalks and 40 feet of street, curb to curb. The I-105 Freeway is north of the Plan area, immediately north of Imperial Highway.

Grand Avenue is one of only two City streets that connects to the beach. It is the principal east-west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in the Downtown Specific Plan is between Main and Concord Streets. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord Street has recently been planted with Cajeput trees to provide a visual welcome to El Segundo.

Grand Avenue is one of the widest streets in the City, having formerly been the early alignment of one of the trolley cars that criss-crossed the region before falling victim to the automobile. The right-of-way is 100 feet in width with 10-foot sidewalks on both sides and an 18-foot center median, including a 4-foot median and 7-foot wide parallel parking areas on each side of the center island. Parallel parking is also provided on both curb lanes.

C. Specific Plan Vision

In November of 1998, a Downtown Task Force of community and business leaders appointed by the City Council, presented a 7 page summary report entitled "Developing a Vision for Downtown El Segundo". In July, 1999, the City Council re-formed the Downtown Task Force to develop a Specific Plan and Vision Statement for future development of the Downtown area. The Downtown Task Force conducted numerous meetings, and at its final meeting on February 22, 2000 adopted a Specific Plan Concept Document, including the following Vision Statement. The Planning Commission reviewed the draft Specific Plan Document, developed from the Task Force concepts, and in May, 2000 recommended approval of the Specific Plan, including the following Vision Statement, to the City Council. The following is the Vision Statement for the Downtown Specific Plan adopted by the Task Force:

Downtown is the heart of El Segundo. It is the focal point for the community and one of the cohesive elements that ties the community together. The Vision for the Downtown is to:

- *Provide a better balance of uses.*
- *Create a more thoughtful and creative use of public space.*
- *Organize creative and consistent programming of events and public activities.*
- *Create a consistent public-private partnership to market El Segundo's assets to investors and customers.*
- *Strengthen commitment to the strategic use of key parcels in the Downtown.*
- *Create more attractive landscaping and street furnishings.*
- *Improve signage.*

D. Downtown Philosophy and Concept

The Downtown Task Force also adopted the following Downtown philosophy and concept, as part of the Specific Plan Concept Document which was adopted on February 22, 2000:

- Service residents, local employees and visitors.
- Maintain a safe and secure environment.
- Maintain architectural and economic diversity with a mix of retail, office, service and residential.
- Maintain and enhance pedestrian friendly environment.
- Enhance the "village" character.
- Enhance the "Midwest-feel" and the "Gaslamp" (San Diego) character.
- Consolidate retail to encourage synergy between businesses and to facilitate pedestrian access.
- Shrink Downtown retail area if supported by market analysis, converting non-core areas to a mix of offices and multi-family residential, to avoid the blight of vacancies.
- Encourage a mixture of uses and "target" uses at strategic sites through financial incentives and pro-active marketing and advertising.
- Encourage preservation of historically significant buildings on Richmond Street.
- Enhance Civic Center Plaza, as the focal point of Downtown.
- Continue to support and expand the farmers market.
- Use design review process to achieve aesthetic goals.
- Establish a Business Improvement District (B.I.D.) – 300, 400 & 500 blocks Main Street only.

E. Statutory Authority

California Government Code Sections 65450 through 65457 provide the necessary authorization for the City of El Segundo to prepare and adopt this Specific Plan. Hearings are required by both the Planning Commission and City Council, after which the Specific Plan can be adopted by the Council either by resolution (as policy) or by ordinance (as regulation). This document has been adopted by ordinance as a regulation. In addition to the Planning Commission and City Council public hearings, two Downtown Task Forces of community residential and business representatives held numerous public meetings and provided the groundwork for the Vision Statement and concepts of the Plan.

The Downtown Specific Plan is a regulatory plan which will serve as zoning law for properties within the boundaries of the Plan. All proposed development plans or agreements, tentative or parcel maps, and any other development approvals must be consistent with this Specific Plan and with the General Plan.

The Downtown Specific Plan supersedes other regulations and ordinances of the City for the control of land use and development within the Specific Plan boundaries. The Specific Plan may be amended to further the systematic implementation of the General Plan.

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II. OVERVIEW OF THE SPECIFIC PLAN SURROUNDING AREA

A. The Community

1. Location Context

The Downtown Specific Plan area is located in the northwest quadrant of the City of El Segundo. Surrounding land uses in the area are generally residential in nature, one to three stories in height. The surrounding area and project area is a fully developed urban environment.

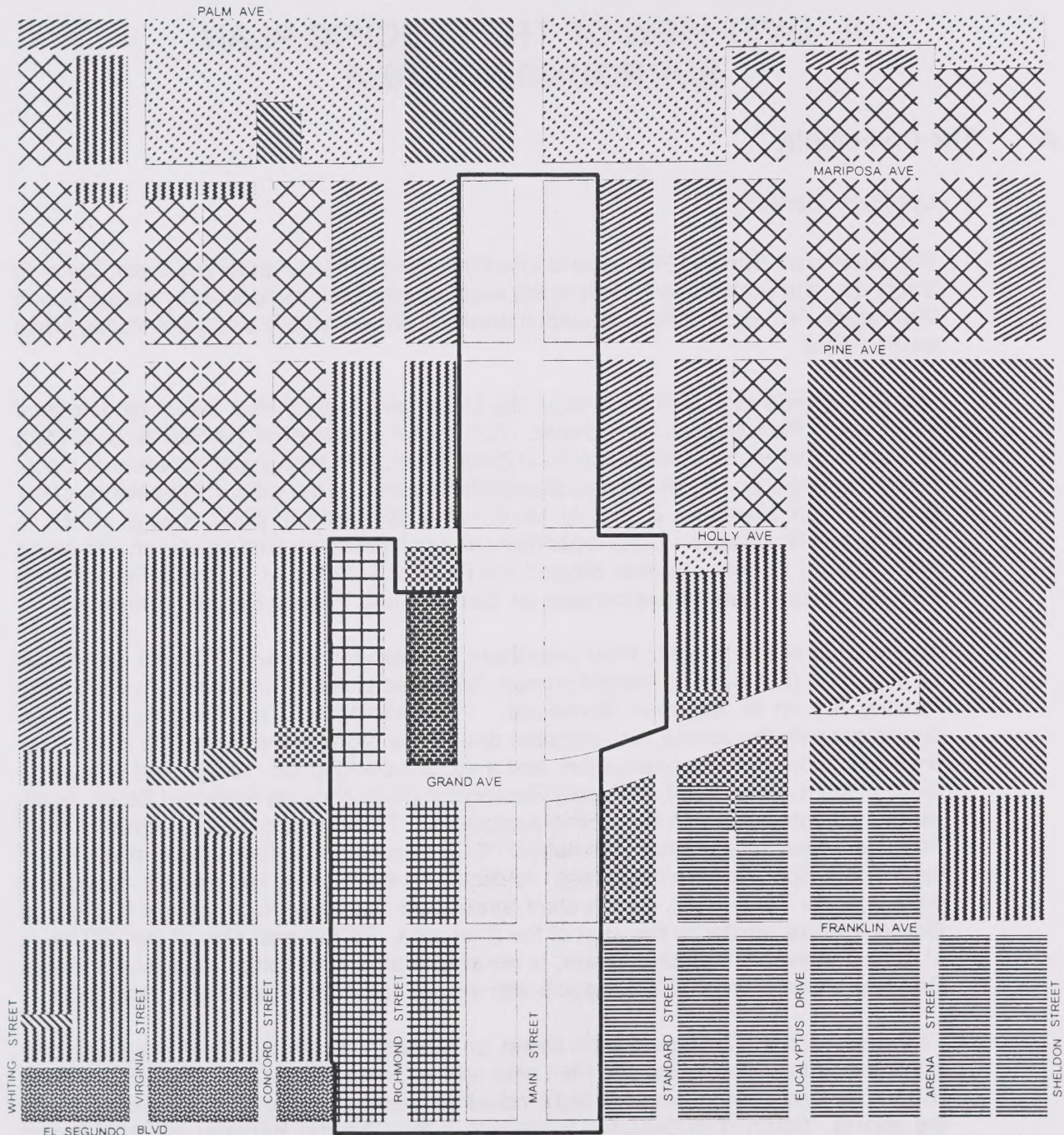
The El Segundo High School campus, the Library and Library Park are located north of the Specific Plan area on Main Street. To the east and west of the 500 block of Main Street is a Two-Family Residential (R-2) Zone, developed mainly with duplexes and two-family dwellings, on Richmond and Standards Streets. To the west of the balance of the Specific Plan boundary is mainly Multi-Family Residential (R-3) zoning, which is developed with small (3-12 unit) apartment and condominium complexes, on Richmond and Concord Streets. Further beyond the R-2 and R-3 Zones is Single-Family (R-1) Residential zoning and development, on Concord and Virginia Streets. (Exhibit 4)

To the west of the Specific Plan area there are also a few parcels zoned Downtown Commercial (C-RS), and Neighborhood Commercial (C-2) on Grand Avenue, and Parking (P) on El Segundo Boulevard. The development on these sites is also consistent with the zoning, and includes one to two story, low-density (0.5 to 1.0 floor area ratio) commercial construction, and a surface parking lot. To the east of the 400 block of Main Street is a Two-Family Residential (R-2) Zone on Standard Street, again developed consistent with the zoning designation. To the east of the 300 block of Main Street is largely Multi-Family Residential (R-3), developed similarly to the areas to the west of the Specific Plan boundary. Additionally, there are a few parcels zoned and developed as Parking (P), on Standard Street, and Downtown Commercial (C-RS), on Grand Avenue, similar to the west of the Plan area. To the east side of the 200 block of Main Street, on Standard Street, is an area that is also zoned and developed as Downtown Commercial (C-RS), again with similar commercial uses and densities.

To the east of the 100 block of Main Street, on Standard Street, is a small industrial zone within the Smoky Hollow Specific Plan area with a zoning designation of Small Business (SB). The land uses in this area (light industrial, warehousing etc.) are consistent with the zoning. South of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2), consistent with the land use.

The majority of the 100 block of the east side of Richmond Street is a surface parking lot for the Chevron Refinery immediately to the south. Smaller Chevron parking lots also occupy the west side of Richmond and the 100 block of Main Street. There are four small City owned surface parking lots with a total of approximately 115 parking spaces, which are open and free to the public, within and immediately adjacent to the Plan area.

EXHIBIT 4 ZONING MAP



Specific Plan Boundary

Specific Plan Districts

- Main Street District (MSD)
- Main Street Transitional District (MSTD)
- North Richmond Street District (NRSD)
- Richmond Street District (RSD)
- Grand Avenue District (GAD)

Surrounding Area Zoning

- Neighborhood Commercial (C-2)
- Downtown Commercial (C-RS)
- Heavy Industrial (M-2)
- Open Space (O-S)
- Parking (P)
- Public Facilities (P-F)
- Single-Family Residential (R-1)
- Two-Family residential (R-2)
- Multiple-Family Residential (R-3)
- Small Business (SB)



0 300 600 900 1200 Feet



All of the Zoning designations on the surrounding properties are generally consistent with the General Plan land use designations. Residential and commercial construction dates from the early 1900's to the present day, offering a variety of architectural styles.

There are no known endangered plant species associated with the proposed Specific Plan area and none that are known to be associated with the immediate locale. Similarly, there are no known rare or endangered animal species associated with the area or its locale. No known animal life is located in the area. Further, there are no known agricultural, biological, or scenic resources of recognized value located within the Plan area nor in the immediate vicinity.

2. Demographics

The community served by the City of El Segundo's Downtown includes a very diverse population, representing the full spectrum of social, environmental and economic interests.

In 1998, El Segundo had an estimated population of 16,424 residents, a daytime population of approximately 75,000 and a total of 7,300 dwelling units. In 1999, the total residential population within a 1, 3, and 5-mile radius, using the Downtown Specific Plan area as a focal point, was 14,483, 70,647, and 400,618, respectively. The population within the 5-mile radius is projected to be 419,301 in the year 2004, with a growth rate of 4.66%.

During 1980 to 1995, El Segundo's population has increased by 11%, while housing units have increased by 14%. In 1999, the number of households within the 1, 3, and 5-mile rings from the Specific Plan area, was 6,346, 30,311, and 154,392, respectively. From 1999 through 2004, the number of households is expected to grow by almost 5%. The average household income in 1999 within the same 1, 3, and 5-mile rings was \$72,200, \$99,000, and \$71,500, respectively.

3. Economic Context

Over the past seventy-five years, the City of El Segundo has established itself as a major employment center for a variety of industrial, aerospace, high-tech and airport-related businesses. In 1998, El Segundo boasted a daytime working population in excess of 75,000 persons. El Segundo is home to many major corporations including Chevron, Computer Sciences, Hughes, TRW, Mattel, Raytheon, Xerox, Aerospace, and Northrop Grumman. The City also provides approximately 2,048 hotel rooms and Los Angeles International Airport is located immediately to the north of the City. These factors provide market opportunities for the Downtown.

The City is aggressively marketing itself as a favorable business environment using the concept of a "Small Town for Big Business." The Downtown District offers a variety of neighborhood serving commercial uses that support residents, businesses and visitors to the City. El Segundo's Downtown is known for its "small town" atmosphere.

B. Land Uses

The majority of the Specific Plan area is developed with neighborhood service commercial uses, including uses such as beauty shops, drug, jewelry, and antique stores, restaurants, medical, dental and general offices, banks and similar uses. The Plan area also includes approximately 82 existing residential units, mainly small (1-8 unit) apartments in mixed-use developments, with the primary use being commercial. The Civic Center, which includes the City Hall, and Police and Fire Stations, is also located in the Specific Plan area.

The existing development within the Plan area is largely 1 to 2 stories in height, with a few 3 to 4 story buildings, which step with the rolling topography. The current development standards allow 45 feet in height for construction. The proposed standards allow 30 foot building heights abutting streets and 45 feet at the rear of lots. The total square footage of existing commercial development within the Plan area is approximately 560,000 square feet with an average floor area ratio (FAR) of approximately 0.5 and a range of approximately 0.2 to 1.5 FAR. The current and proposed standards allow an FAR of 1.0:1, with the exception of one site which allows an FAR of 1.5:1.

C. Existing Utilities and Infrastructure

1. Water Service

Water service is provided by the City of El Segundo. City owned 6 and 8 inch water mains are available beneath the north-south alleys in the Specific Plan area from which service connections may be made. There are no water mains within Main and Richmond Streets. There is a water main within the right-of-way along the south side of Grand Avenue. The nearest reclaimed water service is within the 300-500 blocks of Eucalyptus Drive and within Mariposa Avenue between Eucalyptus Drive and Virginia Street.

2. Fire Protection

Fire Station 1, located on the northeast corner of Main Street and Grand Avenue within the Civic Center Complex is within the Specific Plan area. The provision of water for fire suppression is provided from existing hydrants throughout the Plan area; with at least one on each block. Projected occupancy loads in the Specific Plan Area, the potential of life hazard and the degree of fire hazard are all consistent with current conditions.

3. Sewer Service

Sanitary sewage from this area is treated by the Hyperion Wastewater Treatment Facility owned by the City of Los Angeles. Sewer service is available through City of El Segundo owned 8-inch sewer mains within the north-south alleys in the area. Sewer service is also available from sewer mains within City streets with the exception of 300-400 blocks of Main Street, and 100-200 blocks of Richmond Street which only have alley sewers.

4. Gas/Electric/Telephone Service

These utilities are currently existing within the Plan area. Since the project development levels are only slightly above those already approved in the existing General Plan, it is anticipated that adequate facilities are available. Future development and implementation of the Plan would not exceed any regional population or growth assumptions.

5. Solid Waste Disposal

Solid waste disposal is provided to commercial users by a variety of private haulers. The City of El Segundo provides residential solid waste disposal service. Commercial development within the Specific Plan area would contract with a provider. Landfill capacity for the planning term (10 years) is adequate for assumed population and commercial growth within Los Angeles County. Future development and implementation of the Plan would not exceed any assumptions for either population or commercial growth in the region.

6. Public and Private Transportation

Currently there are three Los Angeles County Metropolitan Transportation Authority (MTA) bus lines that service the Downtown; Lines 124, 125 and 439. Line 124 operates from Compton to El Segundo along El Segundo Boulevard, Line 125 operates from La Mirada to El Segundo along Rosecrans Avenue and Line 439 operates from Redondo Beach to Downtown Los Angeles via El Segundo. The City of El Segundo operates a Dial-A-Ride service throughout the City as well as a summer beach shuttle.

III. RELATIONSHIP OF THE SPECIFIC PLAN TO THE EXISTING GENERAL PLAN

The Specific Plan is based on a ten-year outlook for development and growth. The Specific Plan envisions the continuation and expansion of the existing neighborhood serving commercial and residential uses, in an enhanced environment, maintaining the "small town" atmosphere with moderate density. The development will continue to serve the residents, local employees and visitors to the City. The Specific Plan policies and regulations are supportive of the Plans goals and Vision by creating a pedestrian-oriented environment with enhanced streets, streetscapes and building facades.

The following details the existing General Plan goals, objectives, policies, and programs which are applicable to the Downtown Specific Plan.

A. Economic Development

Goal ED3: Downtown Business Environment

To preserve and improve the business environment and image of Downtown El Segundo.

Objective ED3-1

To create an economically viable and stable Downtown area that uniquely contributes to El Segundo's commercial options.

Policy ED3-1.1

Strive to present a clear and consistent image of what the Downtown area is and how it can serve El Segundo's residential and business communities.

Policy ED3-1.2

Preserving the Downtown area's economic viability should be a priority.

Policy ED3-1.3

Encourage revitalization efforts that improve the appearance of Downtown area businesses.

Policy ED3-1.4

Augment the Downtown areas's atmosphere and accessibility by addressing vehicle circulation, parking and streetscape issues.

Policy ED3-1.5

Encourage a mix of retail and commercial businesses that stimulate pedestrian traffic and meet the communities changing needs for goods and services.

The Downtown Specific Plan is clearly consistent with these Economic Development Goal, Objectives, and Policies of the General Plan. The Plan strives to preserve and improve the business environment, stabilize the economic viability of the Downtown, improve the appearance of Downtown, improve vehicular circulation, parking and streetscape and enhance the pedestrian environment while providing the opportunity for a mix of commercial services.

B. Land Use

Goal LU1: Maintenance of El Segundo's "Small Town" Atmosphere

Maintain El Segundo's "small town" atmosphere, and provide an attractive place to live and work.

Objective LU1-4

Preserve and maintain the City's Downtown and historic areas as integral to the City's appearance and function.

Objective LU1-5

Recognize the City as a comprehensive whole and create policies, design standards, and monumentation that will help create a sense of place for the entire City.

Policy LU1-5.1

Encourage active and continuous citizen participation in all phases of the planning program and activities.

Policy LU1-5.2

Adopt a comprehensive sign ordinance which will regulate the quantity, quality and location of signs.

Policy LU1-5.3

Preserve existing street trees and encourage new ones consistent with the City Street Tree Program.

Policy LU1-5.4

Adopt action programs which will provide for planting of trees in all the City streets, landscaping of median strips in major and secondary highways, improvement and beautification of parking lots, railroad rights-of-way, unsightly walls or fences and vacant lots.

Policy LU1-5.5

Develop an active program to beautify the major entrances to the City. Landscaping and an attractive monument with the City's name and other design features would heighten the City's identification.

Policy LU1-5.6

Require all projects to adhere to the processing and review requirements found in the City Zoning Ordinance and the guidelines for the implementation of the California Environmental Quality Act (CEQA).

Policy LU1-5.9

Develop standards to address the potential impacts of drive-thru restaurants on residential uses.

The Downtown Specific Plan is consistent with the above detailed General Plan Land Use Goal, Objectives and Policies in that one of the Plan's goals is to maintain the "small town" atmosphere. The Plan also strives to preserve the Downtown's historic areas, create a sense of place, provide for citizen input through the Downtown Task Force, and Planning Commission and City Council

public hearings, provide sign regulations, encourage street trees, landscaping, and entry statements, provide CEQA review and prohibit drive-thru restaurants.

Goal LU2: Preservation and Enhancement of El Segundo's Cultural and Historic Resources

Preserve and enhance the City's cultural heritage and buildings or sites that are of cultural, historical, or architectural importance.

Objective LU2-1

Maintain the distinct character of the existing areas of the City.

Policy LU2-1.1

New development adjacent to a building of cultural, historical, or architectural significance shall be designed with a consistent scale and similar use of materials.

Objective LU2-2

Encourage the preservation of historical and cultural sites and monuments.

Policy LU2-2.1

Take an active role in documenting and preserving buildings of cultural, historical, and architectural significance. This should include residential, non-residential, and publicly-owned buildings.

Program LU2-2.1A

The City shall conduct a thorough survey of all buildings of cultural, historical, or architectural significance within the City.

Program LU2-2.1B

The City shall investigate methods for preserving historical buildings, including overlay zoning districts, historical designations and national register listings.

The Downtown Specific Plan is also consistent with the Goals, Objectives and Policies which encourage preservation and enhancement of the Downtown's cultural and historical resources, in that the Implementation and Design Standards sections of the Plan propose the establishment of Historic Preservation criteria for the 100 and 200 blocks of Richmond Street with incentives and disincentives to encourage the preservation and enhancement of the historical buildings in this area.

Goal LU4: Provision of a Stable Tax Base for El Segundo Through Commercial Uses

Provide a stable tax base for the City through development of new commercial uses, primarily within a mixed-use environment, without adversely affecting the viability of Downtown.

Objective LU4-2

Create an integrated, complimentary, attractive multi-use Downtown to serve as the focal point for the civic, business, educational, and social environment of the community.

Policy LU4-2.1

Revitalize and upgrade commercial areas, making them a part of a viable, attractive and people-oriented commercial district. Consideration should be given to aesthetic architectural improvements, zoning and shopper amenities.

Policy LU4-2.2

The City shall participate in Downtown revitalization efforts through a commitment of staff time and technical assistance.

Policy LU4-2.3

Utilize public spaces for Downtown activities and special events.

Policy LU4-2.4

The City shall commit to maintaining and upgrading where necessary the public areas Downtown.

Policy LU4-2.5

The Downtown area will provide adequate parking, through both public and private efforts, to meet demand.

Program LU4-2.5A

Develop an on-going program to analyze the peak hour parking needs of the Downtown area.

Policy LU4-2.6

The Downtown area shall maintain and encourage low-scale architectural profile and pedestrian-oriented features, consistent with existing structures.

Policy LU4-2.7

Investigate development of shuttle service to provide public transportation access to Downtown, as well as future commercial areas.

Policy LU4-2.8

Limit number of "fast food" (lunchtime) restaurants in the Downtown area, to address parking concerns at peak hours.

Policy LU4-2.9

Within one year after adoption of the General Plan, the City shall initiate the development of a Downtown Traffic Mitigation Plan, designed to mitigate traffic impacts associated with development at FAR 1.0.

The Specific Plan provides the opportunity to enhance and further stabilize the existing Downtown tax base within a mixed-use environment. The Plan strives to create Downtown as the focal point of the community, enhancing the aesthetic environment and upgrading public spaces for Downtown activities. The Plan addresses provisions for adequate parking, low-scale, pedestrian-oriented architecture and evaluation and mitigation of traffic impacts.

Goal LU7: Provision of Quality Infrastructure

Provide the highest quality public facilities, services and public infrastructure possible to the community.

Objective LU7-1

Provide the highest and most efficient level of public services and public infrastructure financially possible.

Policy LU7-1.3

Develop, adopt, and implement a street lighting plan which provides a uniform and high quality of streetlights in all areas of the City.

Objective LU7-2

Promote City appearance and cultural heritage programs.

Policy LU7-2.5

All public facilities and utilities should be designed to enhance the appearance of the surrounding areas in which they are located.

The Specific Plan is also consistent with the General Plan Goal, Objectives and Policies related to the provision of quality infrastructure in that improved sidewalks, streets, street lighting, and other streetscape infrastructure improvements are proposed.

C. Circulation

Goal C1: Provision for a Safe, Convenient and Cost Effective Circulation System

To provide a safe, convenient and cost-effective circulation system to serve the present and future circulation needs of the El Segundo community.

Objective C1-1

Provide a roadway system that accommodates the City's existing and projected land use and circulation needs.

Policy C1-1.6

Provide adequate intersection capacity to the extent possible on Major, Secondary and Collector Arterials to prevent diversion through traffic into local residential streets.

Policy C1-1.8

Provide all residential, commercial and industrial areas with efficient and safe access for emergency vehicles.

Policy C1-1.14

Within one year after adoption of the General Plan, the City shall initiate development of a Downtown traffic mitigation plan designed to mitigate impacts associated with development at FAR 1.0.

Objective C1-2

Provide a circulation system consistent with current and future engineering standards to ensure the safety of the residents, workers and visitors of El Segundo.

Policy C1-2.1

Develop and maintain a circulation system which shall include a functional hierarchy and classification system of arterial highways that will correlate capacity and service function to specific road design and land use requirements.

The Specific Plan is also consistent with the Circulation Element Goal, Policies, and Objectives detailed above in that the circulation system in the Downtown area is safe, convenient and cost effective. The three-lane proposal on Main Street has been evaluated and can accommodate the circulation needs with minor intersection improvements and the circulation system will continue to provide emergency vehicle access. Alternatively, a two-lane configuration with a left-turn pocket will also maintain an acceptable level of service.

Goal C2: Provision for Alternative Modes of Transportation

Provide a circulation system that incorporates alternatives to the single-occupant vehicle, to create a balance among travel modes based on travel needs, costs, social values, user acceptance, and air quality considerations.

Objective C2-1

Provide a pedestrian circulation system to support and encourage walking as a safe and convenient travel mode within the City's circulation system.

Policy C2-1.6

Encourage shopping areas to design their facilities for ease of pedestrian access.

Policy C2-1.7

Closely monitor design practices to ensure a clear pedestrian walking area by minimizing obstructions, especially in the vicinity of intersections.

Objective C2-2

Provide a bikeway system throughout the City to support and encourage the use of the bicycle as a safe and convenient travel mode within the City's circulation system.

Policy C2-2.1

Implement the recommendations on the Bicycle Master Plan contained in the Circulation Element, as the availability arises; i.e., through development, private grants, signing of shared routes.

Objective C2-3

Ensure the provision of a safe and efficient transit system that will offer the residents, workers and visitors of El Segundo a viable alternative to the automobile.

Policy C2-3.1

Work closely with the Southern California Rapid Transit District (SCRTD), the Los Angeles County Transportation Commission (LACTC), the Rail Construction Corporation (RCC), Torrance Municipal Bus Lines, the El Segundo Employers Association (ESEA) and private businesses to expand and improve the public transit service within the adjacent to the City.

Policy C2-3.2

Ensure that transit planning is considered and integrated into all related elements of City planning.

Policy C2-3.4

Evaluate and implement feeder bus service through the City where appropriate. Feeder bus service could potentially take commuters from the fixed transit services (rail and bus) in the eastern portion of the City to the industrial and commercial areas to the west. In addition, midday shuttling of workers east of Sepulveda Boulevard to the Downtown retail area should also be considered.

One of the primary goals of the Downtown Specific Plan is to provide a pedestrian-oriented environment, which is consistent with the General Plan provisions for alternative modes of transportation. The widened and enhanced sidewalks will further enhance pedestrian activity. The Plan continues to provide bicycle and transit system access, consistent with the General Plan, while encouraging more bicycle parking facilities.

Goal C3: Development of Circulation Policies that are Consistent with other City Policies

Develop a balanced General Plan, coordinating the Circulation Element with all other Elements, ensuring that the City's decision-making and planning activities are consistent among all City departments.

Objective C3-1

Ensure that potential circulation system impacts are considered when the City's decision-makers and staff are evaluating land use changes.

Policy C3-1.1

Require all new development to mitigate project-related impacts on the existing and future circulation system such that all Master Plan roadways are upgraded and maintained at acceptable levels of service through implementation of all applicable Circulation Element policies. Mitigation measures shall be provided by or paid for by the project developer.

Policy C3-1.3

Ensure that transit planning is considered and integrated into all related elements of City planning.

Policy C3-1.7

Require the provision of adequate pedestrian and bicycle access for new development projects through the site plan review process.

Objective C3-2

Ensure the consideration of the impacts of land use decisions on the City's parking situation.

Policy C3-2.1

Ensure the provision of sufficient on-site parking in all new development.

Policy C3-2.2

Ensure that the City's parking codes and zoning ordinances are kept up-to-date.

Objective C4-3

Establish the City's short-term (5-year) Capital Improvement Program (CIP) consistent with the Circulation Element and the entire General Plan, and ensure that the CIP incorporates adequate funding for the City's circulation needs.

Policy C4-3.1

Identify and evaluate potential revenue sources for financing circulation system development and improvement projects.

The Specific Plan addresses the Circulation Element Goal, Objectives, and Policies related to the development of circulation policies that are consistent with other City policies. This section of the Specific Plan clearly indicates the consistency of the Plan with all of the applicable Elements (Economic Development, Land Use, Circulation, Conservation, and Noise). The Plan provides for the upgrading of streets to maintain the level of service, transit planning is addressed, pedestrian and bicycle access is enhanced, parking is managed and potential funding sources are identified.

D. Conservation

Goal CN5: Urban Landscape

Develop programs to protect, enhance and increase the amount and quality of the urban landscape to maximize aesthetic and environmental benefits.

Policy CN5-1

Preserve the character and quality of existing neighborhood and civic landscapes.

Policy CN5-2

Identify the characteristics and qualities of the urban landscape that are valued by the community.

The Downtown Specific Plan is also consistent with the urban landscape provisions of the Conservation Element. The Plan protects and enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community, through the Task Force, as being valued.

E. Noise

Goal N1: Provision of a Noise-Safe Environment

Encourage a high quality environment within all parts of the City of El Segundo where the public's health, safety and welfare are not adversely affected by excessive noise.

Objective N1-2

It is the objective of the City of El Segundo to ensure that City residents are not exposed to stationary noise levels in excess of El Segundo's Noise Ordinance standards.

Policy N1-2.1

Require all new projects to meet the City's Noise Ordinance Standards as a condition of building permit approval.

Program N1-2.1A

Address noise impacts in all environmental documents for discretionary approval projects to insure that noise sources meet City Noise Ordinance standards. These sources may include: mechanical or electrical equipment, truck loading areas or outdoor speaker systems.

The Downtown Specific Plan is also consistent with the applicable Noise Element Goal, Objective, Policy, and Program in that the Plan requires that the current noise regulations of the Municipal Code be adhered to which address and mitigate any potential noise conflicts.

IV. SPECIFIC PLAN DISTRICTS

A. Main Street District (300-400 Blocks Main Street)

The Downtown Specific Plan area is divided into five districts (Exhibit 5). The Main Street District is the Downtown core, the heart of the Downtown, and runs north and south along Main between Grand and Pine Avenues (Main Street 300-400 blocks). The City Hall and Civic Center are located on the east side of Main Street, between Grand and Holly Avenues and face onto a wide variety of commercial uses, including retail, services, offices and restaurants. This area is bounded by the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. The majority of development is built along or near the front property line, at one to two-story heights.

B. Main Street Transitional District (100-200 & 500 Blocks Main Street)

The Main Street Transitional District is located adjacent to the north and south ends of the Main Street District described above. At the south end, the District begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). This area is seen as an extension of and transition to the Main Street District, with less pedestrian orientated development and fewer pedestrian amenities. This area also has a wider variety of uses, including a church, lodge, single-family residential uses, surface parking lots and light industrial uses, as well as some commercial uses. This area does not have the feel and character of the core of Main Street and it serves as a visual transition into and out of the Downtown core.

C. Richmond Street District (100-200 Blocks Richmond Street)

The Richmond Street District is the "entertainment center" of El Segundo and is comprised of an eclectic mix of antique stores, bars, restaurants and the Old Town Music Hall (Richmond Street 100-200 blocks). This street has a separate and distinct identity from Main Street. The oldest commercial buildings in the City, developed in the early 1900's and 1920's, are located along this street. This District is located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Grand Avenue (north). Development along the street is located at or near the front property line and is one to two stories in height.

The Richmond Street District and the Main Street District are alike in many ways, however these two districts are also dissimilar. First, Richmond Street is the older of the two and is distinctive in that regard. The area contains a number of small brick and wooden structures, the historic old jail, and the Old Town Music Hall. Secondly, Richmond Street is narrower than Main Street and traffic flow is considerably lighter. Not having a direct connection out of the City confines this street to local use. Thirdly, this street contains small restaurants and bars rather than the extensive retail uses of Main Street, so this district's peak periods of activity differ from those of Main Street.

D. North Richmond Street District (300 Block west side Richmond Street)

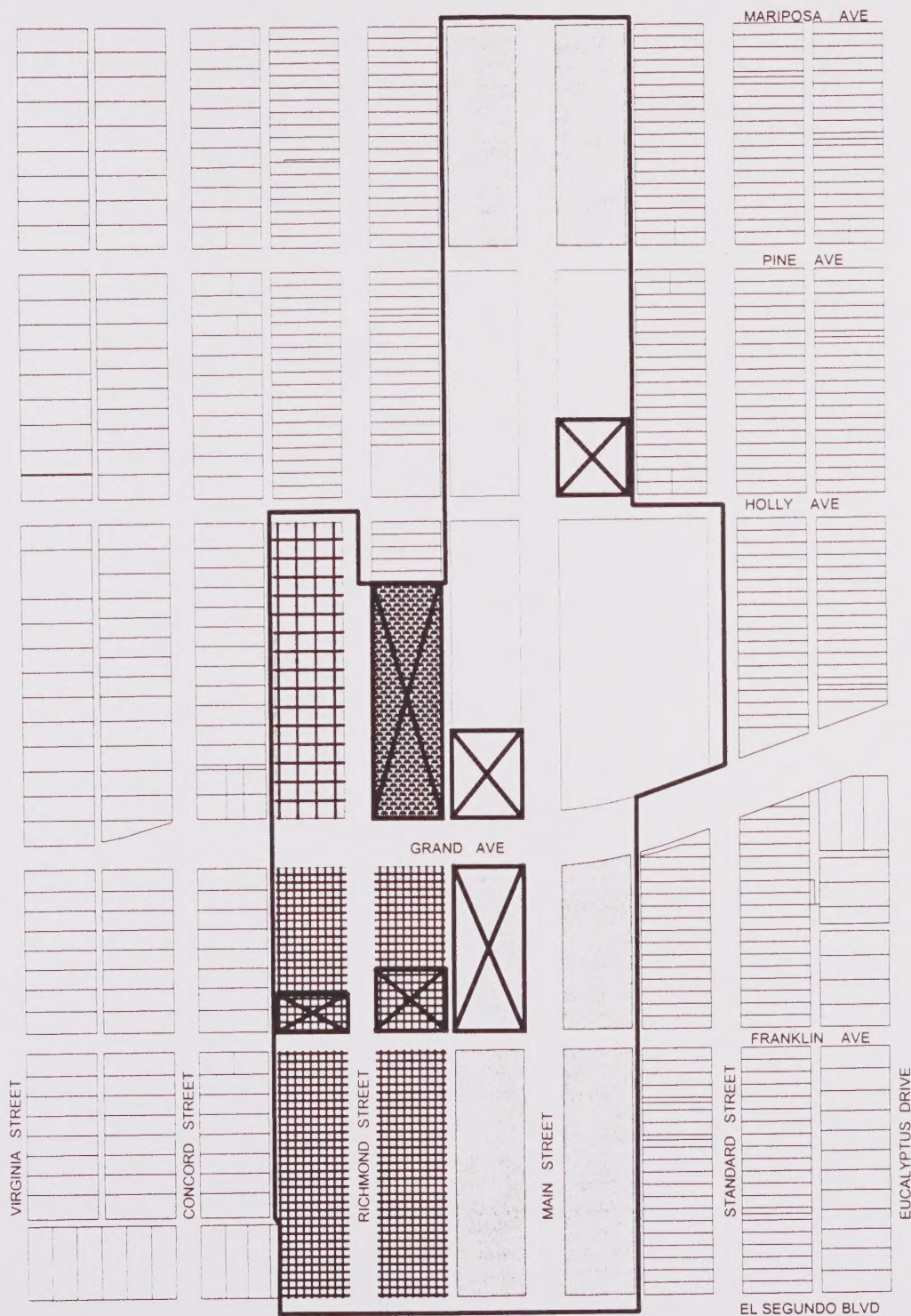
The North Richmond Street District is a mixture of retail, residential, church, offices and service uses (Richmond Street 300 block west side). Being north of Grand Avenue and physically separated from the 100 and 200 blocks of Richmond, the development is distinctly different.

Additionally, the majority of the development in this northern area occurred in the 50's and 60's. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as having potential for similar type of businesses such as antiques, furniture, books, and clothing stores. This District immediately abuts Multi-Family Residential (R-3) uses and zoning to the west, across the alley.

E. Grand Avenue District (300 Block east side Richmond Street – former Ralph's market and adjacent lots)

The Grand Avenue District is proposed for the east side of the 300 block of Richmond Street and is the site of a former "Ralph's Market". It also includes the parking lot and apartment building north of the Ralph's site. This district, about one and a half acres in size, is the only large contiguous parcel in Downtown that is suitable for the creation of a "village" atmosphere within the Downtown. The District is envisioned as a pedestrian-oriented, mixed-use center of community-serving retail, office, and community gathering and open space. This District could accommodate a small specialty market such as a health food store or one that serves neighborhood needs.

EXHIBIT 5 SPECIFIC PLAN DISTRICTS AND STRATEGIC SITES



-  Specific Plan Boundary
-  Strategic Sites

Specific Plan Districts

-  Main Street District
-  Main Street Transitional District
-  North Richmond Street District
-  Richmond Street District
-  Grand Avenue District

0 300 600 900 1200 Feet



V. ADMINISTRATION

A. Introduction

Sections 65450 through 65457 of the State Government Code define the criteria under which specific plans may be adopted. These sections require that a specific plan include land uses, infrastructure, development standards, implementation including financing, and a statement of the relationship of the specific plan to the general plan. The Downtown Specific Plan shall be administered in accordance with the City Municipal Code, except as noted under item B. 2. below.

B. Specific Plan Administration

1. Administrative Determinations

Administrative Determinations shall comply with Chapter 20.72 of the El Segundo Municipal Code.

2. Development Standards Determinations

The Director of Community, Economic and Development Services may grant administrative determinations related to development and design standards, provided any administrative relief shall not exceed 10% of any development or design standard.

3. Authority to Inspect

Inspections shall comply with Chapter 20.97 of the El Segundo Municipal Code.

4. Penalty

Penalties shall comply with Chapter 20.98 of the El Segundo Municipal Code.

C. California Environmental Quality Act Compliance

The Specific Plan was approved in accordance with the California Environmental Quality Act (CEQA), the State CEQA Guidelines (Guidelines), and City policies adopted to implement CEQA and the Guidelines.

CEQA clearance has been granted by the City as follows:

CALIFORNIA ENVIRONMENTAL QUALITY ACT COMPLIANCE

Land Use	Maximum Allowable Development under CEQA Clearance
A mixture of commercial uses (See Section VI. - Development Standards)	271,814 square feet additional net floor area

VI. DEVELOPMENT STANDARDS

A. Main Street District – (300-400 Blocks Main Street)

1. Purpose-

This district is the “core” of the Downtown. The area is intended to be resident serving, providing a pedestrian-oriented and pedestrian-friendly environment. Standards for the district are intended to maintain, enhance, and protect this character. Retail and service uses should serve the residents, local employees, and visitors to the City. A mixed-use environment is encouraged. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of alleys, with the exception that offices are allowed on the street-front.

2. Permitted Uses-

a. First floor street-front level, with a minimum building depth of 25 feet:

- i) Retail sales and services
- ii) Restaurants
- iii) Recreational uses
- iv) Governmental offices
- v) Banks, not to exceed 500 square feet
- vi) General offices
- vii) Medical-dental offices
- viii) Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code; greater than 200 square feet, also subject to an Administrative Use Permit
- ix) Other similar pedestrian oriented retail-service uses and offices approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

b. Above and behind street-front level, and adjacent to alleys:

- i) All uses listed above in a.
- ii) Clubs and halls
- iii) Schools
- vi) Theaters
- v) Banks
- vi) Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration

c. Above street-front level:

- i) All uses listed above in a. and b.
- ii) Business tenant/owner-occupied residential units
- iii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

3. Permitted Accessory Uses-

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with Section 20.12.080, Screening, of the El Segundo Municipal Code
- c. Indoor entertainment, dancing, and amplified sound, subject to conformance with Chapter 5.36, Entertainment Regulations and Chapter 9.06, Noise and Vibration Regulations, of the El Segundo Municipal Code
- d. Other similar accessory uses approved by the Director of Community, Economic and Development Services, as provided by Section V. Administration

VI. DEVELOPMENT STANDARDS

A. General Standards - (To be used for all projects)

1. The purpose of the standards is to ensure that all projects meet the same level of quality and safety. The standards are designed to be flexible enough to allow for changes in technology and materials, but strict enough to ensure that the minimum level of quality and safety is always maintained. The standards are intended to be used as a guide, not a rigid set of rules. Projects should be designed to meet the standards, but they should also be designed to be safe and sound. The standards are intended to be used as a guide, not a rigid set of rules. Projects should be designed to meet the standards, but they should also be designed to be safe and sound.

B. Specific Standards

1. The standards for the specific standards are as follows:

- a. The standards for the specific standards are as follows:
- b. The standards for the specific standards are as follows:
- c. The standards for the specific standards are as follows:
- d. The standards for the specific standards are as follows:
- e. The standards for the specific standards are as follows:
- f. The standards for the specific standards are as follows:
- g. The standards for the specific standards are as follows:
- h. The standards for the specific standards are as follows:
- i. The standards for the specific standards are as follows:
- j. The standards for the specific standards are as follows:

2. The standards for the specific standards are as follows:

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18. The standards for the specific standards are as follows:

19. The standards for the specific standards are as follows:

20. The standards for the specific standards are as follows:

4. Uses Subject to an Administrative Use Permit - (Chapter 20.72 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
5. Uses Subject to a Conditional Use Permit - (Chapter 20.74 of the El Segundo Municipal Code)
 - a. Bars
 - b. Outdoor entertainment and dancing
 - c. Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - d. Video arcades with four or more machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
6. Prohibited Uses-

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, but are not limited to:

 - a. Drive-thru restaurants
 - b. Churches
 - c. Service stations
 - d. Tattoo parlors
7. Site Development Standards-
 - a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational uses.
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
 - b. Lot Area:

A minimum of 3,500 square feet is required for new lots.
 - c. Height:

New structures abutting a street must be a minimum of 25 feet in height, and may not exceed 30 feet and two stories in height, as measured from the peak or the highest point of the roof vertically to the existing grade directly below. This height shall be measured at the front and streetside property lines. Structures shall not exceed 45 feet, or three stories, in height as measured from the peak or the highest point of the roof vertically to the existing grade directly below.

1. The first step in the process of...
2. The second step is to...
3. The third step is to...
4. The fourth step is to...
5. The fifth step is to...
6. The sixth step is to...
7. The seventh step is to...
8. The eighth step is to...
9. The ninth step is to...
10. The tenth step is to...

11. The eleventh step is to...
12. The twelfth step is to...
13. The thirteenth step is to...
14. The fourteenth step is to...
15. The fifteenth step is to...
16. The sixteenth step is to...
17. The seventeenth step is to...
18. The eighteenth step is to...
19. The nineteenth step is to...
20. The twentieth step is to...

21. The twenty-first step is to...
22. The twenty-second step is to...
23. The twenty-third step is to...
24. The twenty-fourth step is to...
25. The twenty-fifth step is to...
26. The twenty-sixth step is to...
27. The twenty-seventh step is to...
28. The twenty-eighth step is to...
29. The twenty-ninth step is to...
30. The thirtieth step is to...

31. The thirty-first step is to...
32. The thirty-second step is to...
33. The thirty-third step is to...
34. The thirty-fourth step is to...
35. The thirty-fifth step is to...
36. The thirty-sixth step is to...
37. The thirty-seventh step is to...
38. The thirty-eighth step is to...
39. The thirty-ninth step is to...
40. The fortieth step is to...

41. The forty-first step is to...
42. The forty-second step is to...
43. The forty-third step is to...
44. The forty-fourth step is to...
45. The forty-fifth step is to...
46. The forty-sixth step is to...
47. The forty-seventh step is to...
48. The forty-eighth step is to...
49. The forty-ninth step is to...
50. The fiftieth step is to...

- i) Upsloping lots - For lots that slope up from the street, the 45-foot height limit shall be measured vertically from the existing grade at the front and streetside property lines to the peak or the highest point of the structure. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
 - ii) Downsloping lots - For lots that slope down from the street, the 45-foot height limit shall be measured from the peak or the highest point of the roof vertically to the existing grade directly below. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
 - d. Setbacks:
 - i) Front and Streetside - There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.
 - ii) Side and Rear - Zero setback allowed
 - e. Lot Width:
A minimum of 25 feet is required for new lots.
 - f. Building Area-(Density):
The total net floor area of all buildings shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - i) Commercial. – The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential – The maximum residential density shall not exceed one dwelling unit per 3,500 square foot lot. If the lot is less than 3,500 square feet, one unit is allowed.
 - g. Walls and Fences:
All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - h. Access:
Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
 - i. Landscaping:
All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
 - j. Parking and Loading:
All provisions of Section VII, Parking must be met.
 - k. Signs:
All provisions of Section VIII, Design Standards must be met.
8. Non-conformities-
- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
 - b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or the portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

9. Strategic Sites-

- a. Pursell Building (Northwest corner of Main Street and Grand Avenue):
- b. The northeast corner of Main Street and Holly Avenue, north to the City parking lot:
New target destination uses, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, for both Strategic Sites.

B. Main Street Transitional District - (100-200 & 500 Blocks Main Street)

1. Purpose-

This district serves as a transition and "gateway" to the Downtown Core, the Main Street District. This district is intended to link the retail Downtown Core with the Library, Park, High School and residential areas to the north, and the Chevron Refinery to the south, with common streetscape materials. Standards for this district allow for flexibility and a mixture of commercial uses serving the residents, local employees and visitors to the City.

2. Permitted Uses-

- a. First floor street-front level, above and behind street front level and adjacent to alleys:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) General offices
 - vi) Medical-dental offices
 - vii) Clubs and halls
 - viii) Schools
 - ix) Theaters
 - x) Banks
 - xi) Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code; greater than 200 square feet, also subject to an Administrative Use Permit.
 - xii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
- b. Above street-front level:
 - i) All uses listed above in a.
 - ii) Business tenant/owner-occupied residential units
 - iii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

3. Permitted Accessory Uses-

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with Section 20.12.080, Screening, of the El Segundo Municipal Code
- c. Indoor entertainment, dancing and amplified sound, subject to conformance with Chapter 5.36, Entertainment Regulations, and Chapter 9.06 Noise and Vibration Regulations of the El Segundo Municipal Code
- d. Other similar accessory uses approved by the Director of Community, Economic and Development Services, as provided by Section V. Administration

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers. This includes determining the target market, selecting appropriate marketing channels, and setting a budget. The third step is to create a financial plan, which details the expected revenue, expenses, and profitability of the business. This plan is essential for securing financing and managing the business's finances effectively.

2. Business Plan Development (Steps 1-3)

2.1 Market Analysis

The market analysis is a critical component of the business plan, as it provides a comprehensive overview of the business environment. It begins with a general overview of the industry, including its size, growth rate, and key players. This is followed by a more detailed analysis of the target market, which involves identifying the needs, preferences, and buying behaviors of potential customers. The final step in the market analysis is to evaluate the competitive landscape, identifying the strengths and weaknesses of existing businesses and identifying opportunities for differentiation.

2.2 Marketing Strategy

The marketing strategy is a plan that outlines how the business will attract and retain customers. It is based on the findings of the market analysis and is designed to achieve the business's marketing objectives. The strategy typically includes a target market, a set of marketing channels, and a budget.

2.2.1 Target Market

2.2.1.1 Demographics

2.2.1.2 Psychographics

2.2.1.3 Behavioral

2.2.1.4 Geographic

2.2.1.5 Socioeconomic

2.2.1.6 Educational

2.2.1.7 Occupational

2.2.1.8 Marital Status

2.2.1.9 Religious

2.2.1.10 Political

The target market is the group of people that the business is trying to reach. It is defined by a set of characteristics that are common to all members of the group. These characteristics can be demographic, psychographic, behavioral, geographic, socioeconomic, educational, occupational, marital status, religious, or political.

Demographic characteristics include age, gender, race, and ethnicity. Psychographic characteristics include personality, values, and attitudes. Behavioral characteristics include buying habits and brand loyalty. Geographic characteristics include location and climate. Socioeconomic characteristics include income and social class. Educational characteristics include level of education and field of study. Occupational characteristics include profession and industry. Marital status characteristics include whether the person is married, single, or divorced. Religious characteristics include the person's faith and beliefs. Political characteristics include the person's political beliefs and affiliations.

Understanding the target market is essential for developing an effective marketing strategy. By knowing the needs and preferences of the target market, the business can tailor its marketing efforts to meet those needs and preferences. This increases the likelihood of attracting and retaining customers, which is the ultimate goal of the marketing strategy.

The target market is a key component of the business plan, as it provides a clear focus for the marketing strategy. It is also a key factor in determining the business's revenue and profitability, as it represents the source of the business's income.

In conclusion, the target market is a critical element of the business plan, and understanding it is essential for developing a successful marketing strategy. By identifying the target market and tailoring the marketing efforts to meet its needs and preferences, the business can increase its chances of success in the marketplace.

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In conclusion, the target market is a critical element of the business plan, and understanding it is essential for developing a successful marketing strategy. By identifying the target market and tailoring the marketing efforts to meet its needs and preferences, the business can increase its chances of success in the marketplace.

2.3 Financial Plan

The financial plan is a detailed statement of the business's expected revenue, expenses, and profitability. It is based on the assumptions made in the market analysis and the marketing strategy. The financial plan typically includes a statement of income, a balance sheet, and a cash flow statement.

The statement of income shows the business's revenue, expenses, and net income over a period of time. The balance sheet shows the business's assets, liabilities, and equity at a specific point in time. The cash flow statement shows the business's cash inflows and outflows over a period of time.

The financial plan is a key component of the business plan, as it provides a clear picture of the business's financial health and its ability to generate profit. It is also a key factor in determining the business's financing needs and its ability to secure financing.

In conclusion, the financial plan is a critical element of the business plan, and understanding it is essential for developing a successful business plan. By creating a realistic financial plan, the business can increase its chances of success in the marketplace.

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In conclusion, the financial plan is a critical element of the business plan, and understanding it is essential for developing a successful business plan. By creating a realistic financial plan, the business can increase its chances of success in the marketplace.

4. Uses Subject to an Administrative Use Permit-(Chapter 20.72 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
5. Uses Subject to a Conditional Use Permit- (Chapter 20.74 of the El Segundo Municipal Code)
 - a. Bars
 - b. Outdoor entertainment and dancing
 - c. Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - d. Video arcades with four or more machines
 - e. Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration
6. Prohibited Uses-

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, but are not limited to:

 - a. Drive-thru restaurants
 - b. Churches
 - c. Service stations
7. Site Development Standards-
 - a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional Uses, and Outdoor Recreational uses
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
 - b. Lot Area:

A minimum of 3,500 square feet is required for new lots.
 - c. Height:

New structures abutting a street may not exceed 30 feet and two stories in height, as measured from the peak or the highest point of the roof vertically to the existing grade directly below. This height shall be measured at the front and streetside property lines. Structures shall not exceed 45 feet, or three stories, in height as measured from the peak or the highest point of the roof vertically to the existing grade directly below.

 - i) Upsloping lots - For lots that slope up from the street, the 45-foot height limit shall be measured vertically from the existing grade at the front and streetside

1. The first step in the process of the scientific method is to ask a question.

2. The second step is to do background research on the topic.

3. The third step is to form a hypothesis, which is an educated guess about the answer to the question.

4. The fourth step is to test the hypothesis by conducting an experiment.

5. The fifth step is to analyze the data and draw a conclusion.

6. The sixth step is to communicate the results of the experiment.

7. The seventh step is to repeat the experiment to verify the results.

8. The eighth step is to use the results to answer the original question.

9. The ninth step is to use the results to make predictions about the future.

10. The tenth step is to use the results to develop a theory.

11. The eleventh step is to use the results to solve problems.

12. The twelfth step is to use the results to create new questions.

13. The thirteenth step is to use the results to improve the scientific method.

14. The fourteenth step is to use the results to advance the field of science.

15. The fifteenth step is to use the results to benefit society.

16. The sixteenth step is to use the results to inspire others.

17. The seventeenth step is to use the results to change the world.

18. The eighteenth step is to use the results to create a better future.

19. The nineteenth step is to use the results to live a better life.

20. The twentieth step is to use the results to achieve the impossible.

property lines to the peak or the highest point of the structure. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.

- ii) Downsloping lots - For lots that slope down from the street, the 45-foot height limit shall be measured from the peak or the highest point of the roof vertically to the existing grade directly below. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
- d. Setbacks:
 - i) Front and Streetside - There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
 - ii) Side and Rear - Zero setback allowed
- e. Lot Width:

A minimum of 25 feet is required for new lots.
- f. Building Area-(Density):

The total net floor area of all buildings, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

 - i) Commercial: The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square foot lot. If the lot is less than 3,500 square feet, one unit is allowed.
- g. Walls and Fences:

All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
- h. Access:

Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
- i. Landscaping:

All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
- j. Parking and Loading:

All provisions of Section VII, Parking must be met.
- k. Signs:

All provisions of Section VIII, Design Standards must be met.
- 8. Non-conformities-

All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, shall apply.
- 9. Strategic Sites-
 - a. Strip Mall (Southwest corner of Main Street and Grand Avenue)-

New target destination uses provided through adaptive re-use of the existing development, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, subject to design review.

C. Richmond Street District - (100-200 Blocks Richmond Street)

1. Purpose-

This district is the historic original Downtown. The area is intended to be resident serving, providing a pedestrian-oriented environment, while allowing for flexibility and a mixture of commercial and residential uses. Standards for the district are intended to maintain, enhance, and preserve the historical "Old Town" character of the area, and Historic Design Standards are also established to ensure this goal. Standards for this district also encourage and support filming and related uses, as well as uses which serve the residents, local employees, and visitors to the City, including antiques, arts and crafts, design and similar uses.

2. Permitted Uses-

a. First floor street-front level, above and behind street front level and adjacent to alleys:

- i) Retail sales and services
- ii) Restaurants
- iii) Recreational uses
- iv) Governmental offices
- v) General offices
- vi) Medical-dental offices
- vii) Clubs and halls
- viii) Schools
- ix) Theaters
- x) Banks
- xi) Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code; greater than 200 square feet, also subject to an Administrative Use Permit.
- xii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

b. Above street-front level:

- i) All uses listed above in a.
- i) Business tenant/owner-occupied residential units
- ii) Other similar uses approved by the Director of Community, Economic and Development services, as provided by Section V., Administration

3. Permitted Accessory Uses-

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with Section 20.12.080, Screening, of the El Segundo Municipal Code
- c. Indoor entertainment, dancing and amplified sound, subject to conformance with Chapter 5.36, Entertainment Regulations, and Chapter 9.06, Noise and Vibration Regulations of the El Segundo Municipal Code
- d. Other similar accessory uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

4. Uses Subject to an Administrative Use Permit - (Chapter 20.72 of the El Segundo Municipal Code)

- a. On-site sale and consumption of alcohol at restaurants
- b. Off-site sale of alcohol at retail establishments
- c. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, over 200 square feet in area, subject to

design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code

- d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
5. Uses Subject to a Conditional Use Permit - (Chapter 20.74 of the El Segundo Municipal Code)
- a. Bars
 - b. Outdoor entertainment and dancing
 - c. Outdoor amplified sound which exceeds more than four single events in one calendar year.
 - d. Video arcades with four or more machines
 - e. Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration.
6. Prohibited Uses -
- All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, but are not limited to:
- a. Drive-thru restaurants
 - b. Churches
 - c. Service stations
7. Site Development Standards -
- a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional Uses, and Outdoor Recreational uses.
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
 - b. Lot Area:

A minimum of 3,500 square feet is required for new lots.
 - c. Height:

New structures abutting a street may not exceed 30 feet and two stories in height, as measured from the peak or the highest point of the roof vertically to the existing grade directly below. This height shall be measured at the front and streetside property lines. Structures shall not exceed 45 feet, or three stories, in height as measured from the peak or the highest point of the roof vertically to the existing grade directly below.

 - i) Upsloping lots - For lots that slope up from the street, the 45-foot height limit shall be measured vertically from the existing grade at the front and streetside property lines to the peak or the highest point of the structure. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
 - ii) Downsloping lots - For lots that slope down from the street, the 45-foot height limit shall be measured from the peak or the highest point of the roof vertically to the existing grade directly below. Additionally, the structure may not exceed 30

feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.

d. Setbacks:

i) Front and Streetside - There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.

ii) Side and Rear - Zero setback allowed

e. Lot Width:

A minimum of 25 feet is required for new lots

f. Building Area (Density):

The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1, except as provided in Section 9, Strategic Sites.

i) Commercial. - The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.

ii) Residential - The maximum residential density shall not exceed one dwelling unit per 3,500 square foot lot. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences:

All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.

h. Access:

Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.

i. Landscaping:

All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.

j. Parking and Loading:

All provisions of Section VII, Parking must be met.

k. Signs:

All provisions of Section VIII, Design Standards must be met.

8. Non-conformities-

a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.

b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

9. Strategic Sites-

a. Anthony's Music Store (Northwest corner of Richmond Street and Franklin Avenue) and;

b. The City parking lot (Northeast corner of Richmond Street and Franklin Avenue)- New target uses, such as antiques, bookstores, arts and crafts, a market, or similar uses at the street level, and professional offices or design uses behind or above street level, may be provided with financial incentives, as provided in Section IX G,

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Development Incentives. Additionally, the City parking lot site may be developed with a Floor Area Ratio (FAR) of 1.5:1.

10. Historic Preservation-

All provisions of Section VIII, Design Standards must be met.

D. North Richmond Street District – (300 Block west side Richmond Street)

1. Purpose-

This district is an eclectic mixed-use environment of commercial and residential uses. The area is intended to be resident serving, providing a pedestrian-oriented environment, while allowing for flexibility and a mixture of commercial uses, while excluding new residential uses. Standards for this district encourage antiques, arts and crafts, and mixed-use, serving the residents, local employees, and visitors to the City.

2. Permitted Uses-

a. First floor street-front level, above and behind street front level, and adjacent to alleys:

i. Retail sales and services

ii. Restaurants

iii. Recreational uses

iv. Governmental offices

v. General offices

vi. Medical-dental offices

vii. Clubs and halls

viii. Schools

ix. Theaters

x. Banks

xi. Bed and Breakfast hotels

xii. Artists and design studios

xiii. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code; greater than 200 square feet, also subject to an Administrative Use Permit

xiv. Other similar uses, approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

b. Above street-front level:

i) All uses listed above in a.

ii) Business tenant/owner-occupied residential units

iii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

3. Permitted Accessory Uses-

a. Any use customarily incidental to a permitted use

b. Outdoor storage, subject to conformance with Section 20.12.080, Screening, of the El Segundo Municipal Code

c. Indoor entertainment, dancing and amplified sound, subject to conformance with Chapter 5.36, Entertainment Regulations, and Chapter 9.06, Noise and Vibration Regulations of the El Segundo Municipal Code

d. Other similar accessory uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

4. Uses Subject to an Administrative Use Permit - (Chapter 20.72 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
5. Uses Subject to a Conditional Use Permit - (Chapter 20.74 of the El Segundo Municipal Code)
 - a. Bars
 - b. Outdoor entertainment and dancing
 - c. Outdoor amplified sound which exceeds more than four single events in one calendar year.
 - d. Video arcades with four or more machines
 - e. Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration

6. Prohibited Uses-

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, but are not limited to:

- a. Drive-thru restaurants
- b. Churches
- c. Service stations

7. Site Development Standards -

- a. General Provisions:
 - i) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Accessory and Administrative Uses,
 - ii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iii) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - v) All provisions of Section VIII, Design Standards must be met.
- b. Lot Area:

A minimum of 3,500 square feet is required for new lots.
- c. Height:

New structures abutting a street may not exceed 30 feet and two stories in height, as measured from the peak or the highest point of the roof vertically to the existing grade directly below. This height shall be measured at the front and streetside property lines. Structures shall not exceed 45 feet, or three stories, in height as measured from the peak or the highest point of the roof vertically to the existing grade directly below.

 - i) Upsloping lots - For lots that slope up from the street, the 45-foot height limit shall be measured vertically from the existing grade at the front and streetside property lines to the peak or the highest point of the structure. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1801. It is a very important document, as it sets out the principles of the new government and the role of the President. The President states that he is pleased to have the opportunity to address the Congress and to lay out his vision for the future of the United States. He emphasizes the importance of the Constitution and the need for the government to be based on the principles of liberty and justice for all. He also discusses the challenges that the new government will face and the steps that he will take to address them. The letter is a masterpiece of political writing, and it is one of the most important documents in American history.

2. The second part of the document is a letter from the Vice President of the United States to the Congress, dated January 1, 1801. It is a very important document, as it sets out the principles of the new government and the role of the Vice President. The Vice President states that he is pleased to have the opportunity to address the Congress and to lay out his vision for the future of the United States. He emphasizes the importance of the Constitution and the need for the government to be based on the principles of liberty and justice for all. He also discusses the challenges that the new government will face and the steps that he will take to address them. The letter is a masterpiece of political writing, and it is one of the most important documents in American history.

3. The third part of the document is a letter from the Secretary of the United States to the Congress, dated January 1, 1801. It is a very important document, as it sets out the principles of the new government and the role of the Secretary. The Secretary states that he is pleased to have the opportunity to address the Congress and to lay out his vision for the future of the United States. He emphasizes the importance of the Constitution and the need for the government to be based on the principles of liberty and justice for all. He also discusses the challenges that the new government will face and the steps that he will take to address them. The letter is a masterpiece of political writing, and it is one of the most important documents in American history.

4. The fourth part of the document is a letter from the Attorney General of the United States to the Congress, dated January 1, 1801. It is a very important document, as it sets out the principles of the new government and the role of the Attorney General. The Attorney General states that he is pleased to have the opportunity to address the Congress and to lay out his vision for the future of the United States. He emphasizes the importance of the Constitution and the need for the government to be based on the principles of liberty and justice for all. He also discusses the challenges that the new government will face and the steps that he will take to address them. The letter is a masterpiece of political writing, and it is one of the most important documents in American history.

5. The fifth part of the document is a letter from the Chief Justice of the United States to the Congress, dated January 1, 1801. It is a very important document, as it sets out the principles of the new government and the role of the Chief Justice. The Chief Justice states that he is pleased to have the opportunity to address the Congress and to lay out his vision for the future of the United States. He emphasizes the importance of the Constitution and the need for the government to be based on the principles of liberty and justice for all. He also discusses the challenges that the new government will face and the steps that he will take to address them. The letter is a masterpiece of political writing, and it is one of the most important documents in American history.

- highest point of the roof vertically to the existing grade at the front and streetside property lines.
- ii) Downsloping lots - For lots that slope down from the street, the 45-foot height limit shall be measured from the peak or the highest point of the roof vertically to the existing grade directly below. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
- d. Setbacks:
- i) Front and Streetside - There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking subject to design review.
 - ii) Side and Rear - Zero setback allowed
- e. Lot Width:
A minimum of 25 feet is required for new lots.
- f. Building Area-(Density):
The total net floor area of all buildings, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
- i) Commercial: The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
 - ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square foot lot. If the lot is less than 3,500 square feet, one unit is allowed.
- g. Walls and Fences:
All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
- h. Access:
Safe and convenient pedestrian access shall be provided between buildings and sidewalks, and modes of transportation, and between buildings for multi-building projects.
- i. Landscaping:
All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
- j. Parking and Loading:
All provisions of Section VII, Parking must be met.
- k. Signs:
All provisions of Section VIII, Design Standards must be met.
8. Non-conformities -
- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
 - b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

E. Grand Avenue District- (300 Block east side Richmond Street-former Ralph's market and adjacent lots)

1. Purpose-

This district is a key block linking the Main Street District, the Downtown core, with the historic Richmond Street District. This area is intended to be created as a village atmosphere, being resident serving, providing a pedestrian-oriented and pedestrian-friendly environment, preferably in a mixed-use development. Standards for the district are intended to maintain, enhance, and protect this character. Design review is required to ensure consistency with the goals of the district. Retail and service uses should serve the residents, local employees, and visitors to the City. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of the alley, with the exception that offices are allowed on the street-front.

2. Permitted Uses-

- a. First floor street-front level and adjacent to pedestrian access ways, including internal access ways, with a minimum building depth of 25 feet:
 - i) Retail sales and services
 - ii) Restaurants
 - iii) Recreational uses
 - iv) Governmental offices
 - v) Banks, not to exceed 500 square feet
 - vi) General offices
 - vii) Medical-dental offices
 - viii) Bed and breakfast hotel
 - ix) Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area, subject to design review, and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code; greater than 200 square feet, also subject to an Administrative Use Permit
 - x) Other similar pedestrian oriented retail-service uses and offices, approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
- b. Above and behind street-front level, and adjacent to alleys:
 - i) All uses listed above in a.
 - ii) Clubs and halls
 - iii) Schools and daycare
 - iv) Theaters
 - vi) Banks
 - vii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
- c. Above street-front level:
 - i) All uses listed above in a.
 - ii) Business tenant/owner-occupied residential units
 - iii) Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

3. Permitted Accessory Uses-

- a. Any use customarily incidental to a permitted use
- b. Outdoor storage, subject to conformance with Section 20.12.080, Screening, of the El Segundo Municipal Code
- c. Indoor entertainment, dancing and amplified sound, subject to conformance with Chapter 5.36, Entertainment Regulations, and Chapter 9.06, Noise and Vibration Regulations, of the El Segundo Municipal Code. Other similar accessory uses approved by the Director of Community, Economic and Development Services, as

1. The first step in the process of the scientific method is to make an observation or ask a question.

2. The second step is to do background research on the topic. This involves looking up information in books, articles, and other sources to learn more about the problem or question.

3. The third step is to form a hypothesis, which is a statement that can be tested.

4. The fourth step is to design an experiment to test the hypothesis. This involves deciding what to do, what to measure, and how to control the experiment.

5. The fifth step is to carry out the experiment and collect data. This involves following the plan and recording the results.

6. The sixth step is to analyze the data and draw conclusions. This involves looking for patterns and deciding whether the results support the hypothesis.

7. The seventh step is to communicate the results. This involves writing a report or giving a presentation about the experiment and its findings.

8. The eighth step is to repeat the experiment. This is done to make sure the results are reliable and to see if the hypothesis is always true.

9. The ninth step is to use the results to make predictions. This involves using the information from the experiment to guess what will happen in the future.

10. The tenth step is to evaluate the process. This involves thinking about what was learned and how the experiment was done, and deciding what to do next.

4. Uses Subject to an Administrative Use Permit-(Chapter 20.72 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments
 - c. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
5. Uses Subject to a Conditional Use Permit-(Chapter 20.74 of the El Segundo Municipal Code)
 - a. Bars
 - b. Outdoor entertainment and dancing
 - c. Outdoor amplified sound, which exceeds more than four single events in one calendar year.
 - d. Video arcades with four or more machines
 - e. Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration
6. Prohibited Uses-

All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, but are not limited to:

 - a. Drive-thru restaurants
 - b. Churches
 - c. Service stations
7. Site Development Standards-
 - a. General Provisions:
 - i) All new development shall be subject to design review to ensure consistencies with the Specific Plan, as detailed in Section VIII, Design Standards
 - ii) All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under Permitted, Accessory, Administrative and Conditional uses, and Outdoor recreational uses.
 - iii) All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
 - iv) All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
 - v) All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
 - b. Lot Area:

Existing lots under common ownership should be developed under a common cohesive plan, as one parcel, not as each original 25-foot wide lot
 - c. Height:

New structures abutting a street may not exceed 30 feet and two stories in height, as measured from the peak or the highest point of the roof vertically to the existing grade directly below. This height shall be measured at the front and streetside property lines. Structures shall not exceed 45 feet, or three stories, in height as measured from the peak or the highest point of the roof vertically to the existing

1. Which of the following is not a characteristic of a good research question?
- A. It should be clear and unambiguous.
 - B. It should be specific and focused.
 - C. It should be broad and general.
 - D. It should be interesting and relevant.
2. Which of the following is not a characteristic of a good research question?
- A. It should be clear and unambiguous.
 - B. It should be specific and focused.
 - C. It should be broad and general.
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7. Which of the following is not a characteristic of a good research question?
- A. It should be clear and unambiguous.
 - B. It should be specific and focused.
 - C. It should be broad and general.
 - D. It should be interesting and relevant.
8. Which of the following is not a characteristic of a good research question?
- A. It should be clear and unambiguous.
 - B. It should be specific and focused.
 - C. It should be broad and general.
 - D. It should be interesting and relevant.
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- A. It should be clear and unambiguous.
 - B. It should be specific and focused.
 - C. It should be broad and general.
 - D. It should be interesting and relevant.

grade directly below. A variety of building heights must be provided throughout the site.

- i) Upsloping lots - For lots that slope up from the street, the 45-foot height limit shall be measured vertically from the existing grade at the front and streetside property lines to the peak or the highest point of the structure. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
- ii) Downsloping lots - For lots that slope down from the street, the 45-foot height limit shall be measured from the peak or the highest point of the roof vertically to the existing grade directly below. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
- iii) Vertical towers or appendages - These structures, if located near the corner of Grand Avenue and the alley and the northwest side of the property abutting Richmond Street, may be 45 feet, or two floors, in height as measured from the peak or the highest point of the roof vertically to the existing grade directly below.

d. Setbacks:

- i) Front and Streetside - There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth, may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building.
- ii) Side and Rear - Zero setback allowed

e. Lot Width:

Existing lots under common ownership should be developed under a common cohesive plan, as one parcel, not as each original 25-foot wide lot

f. Building Area-(Density):

- i) Commercial -The total net floor area of all buildings, excluding residential floor area, shall not exceed the total net square footage of the property or a Floor Area Ratio, FAR, of 1.0:1.
- ii) Residential: The maximum residential density shall not exceed one dwelling unit per 3,500 square foot lot. If the lot is less than 3,500 square feet, one unit is allowed.

g. Walls and Fences:

All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.

h. Access:

Safe and convenient pedestrian access shall be provided between buildings and sidewalks or modes of transportation, and between buildings for multi-building projects. Uses adjacent to pedestrian access ways, both internal and external, shall be pedestrian oriented and have direct access to those access ways.

i. Landscaping:

All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.

j. Parking and Loading:

All provisions of Section VII, Parking must be met.

k. Signs:

All provisions of Section VIII, Design Standards must be met.

8. Non-conformities-

- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the success of any business and for the protection of its assets. The document also outlines the various methods and tools that can be used to ensure the accuracy and reliability of the records.

The second part of the document provides a detailed overview of the different types of records that a business should maintain. This includes financial records, such as income statements, balance sheets, and cash flow statements, as well as operational records, such as inventory logs, production records, and customer data. The document also discusses the importance of maintaining records of legal and regulatory compliance.

The third part of the document discusses the various challenges that businesses face when it comes to maintaining accurate records. These challenges include the volume of data, the complexity of the data, and the need for secure storage and access. The document also provides some suggestions for how businesses can overcome these challenges and ensure the accuracy and reliability of their records.

The fourth part of the document discusses the importance of regularly reviewing and updating the records. It emphasizes that records should not be static, but should be updated as new information becomes available. The document also discusses the importance of ensuring that the records are accessible to the right people at the right time.

The fifth part of the document discusses the various tools and technologies that can be used to help businesses maintain accurate records. This includes accounting software, database management systems, and cloud storage solutions. The document also discusses the importance of choosing the right tools and technologies for the business's needs.

The sixth part of the document discusses the importance of training employees on how to maintain accurate records. It emphasizes that all employees should be responsible for maintaining accurate records, and that training is essential to ensure that they know how to do this correctly. The document also provides some suggestions for how businesses can provide this training.

The seventh part of the document discusses the importance of maintaining accurate records for legal and regulatory compliance. It emphasizes that businesses must keep accurate records to ensure that they are compliant with all applicable laws and regulations. The document also provides some suggestions for how businesses can ensure compliance.

- b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than twelve months.

9. Strategic Site-

a. Entire District:

New target uses, such as a market, retail, hi-tech retail, daytime entertainment and recreation, child care as a component in a mixed-use project, restaurant, small (75 rooms maximum) bed and breakfast hotel or similar uses, preferably in a mixed-use environment, may be provided with financial incentives, as provided in Section IX G, Development Incentives.

F. Definitions

The following are definitions of uses that are included in the Specific Plan. For definitions not included within this section, refer to Chapter 20.08, Definitions, of the El Segundo Municipal Code.

- | | |
|--------------|---|
| 20.08.148.05 | Artist and Design Studios
"Artist and design studios" means an establishment that provides work and retail sales and display space for artists, artisans, craftspersons, and designers. |
| 20.08.158 | Bank
"Bank" means an establishment that provides financial services to individuals, firms and other entities. The term includes savings and loan institutions, loan and lending institutions, credit unions and other uses providing similar financial services. |
| 20.08.159 | Bar
"Bar" means an establishment primarily for the on-site sales and consumption of alcoholic beverages, generally without or with limited food service, as defined and licensed by the State of California, Department of Alcohol Beverage Control. Bars include cocktail lounges, nightclubs, taverns, pubs, saloons, and similar uses, but exclude restaurants. |
| 20.08.166 | Bed and Breakfast Hotel
"Bed and Breakfast Hotel" means an establishment containing 75 or fewer guestrooms, intended or designed to be used for sleeping purposes by guests, and provides breakfast to guests. The use may also contain ancillary services such as meeting rooms, personal services, and food preparation and dispensing. Guest stays shall be limited to 30 consecutive days. One dwelling unit for the use of the proprietor shall be allowed. |
| 20.08.245 | Coffee cart
"Coffee cart" means a small self-contained outdoor structure for the retail sale of coffee, other beverages, snacks, and similar products. A seating or dining area may also be provided as an accessory use. |

It is the responsibility of the management to ensure that the company's resources are used in the most efficient manner possible. This involves a thorough understanding of the company's operations and a commitment to continuous improvement.

The management should also ensure that the company's policies and procedures are clearly defined and communicated to all employees. This will help to ensure that everyone is working towards the same goals and objectives.

In addition, the management should ensure that the company's financial resources are managed responsibly. This involves a thorough understanding of the company's financial position and a commitment to transparency and accountability.

Finally, the management should ensure that the company's reputation is protected and enhanced. This involves a commitment to high standards of ethical behavior and a focus on customer satisfaction.

By following these principles, the management can ensure that the company is operating in the most efficient and effective manner possible. This will help to ensure that the company is able to achieve its long-term goals and objectives.

The management should also ensure that the company's policies and procedures are regularly reviewed and updated as needed. This will help to ensure that the company is always operating in the most efficient and effective manner possible.

Finally, the management should ensure that the company's reputation is protected and enhanced. This involves a commitment to high standards of ethical behavior and a focus on customer satisfaction.

By following these principles, the management can ensure that the company is operating in the most efficient and effective manner possible. This will help to ensure that the company is able to achieve its long-term goals and objectives.

- 20.08.422 Flower stand
"Flower stand" means a small self-contained outdoor structure for the retail sale of flowers and related products.
- 20.08.516 Live/work
"Live/work" means a development with joint residential (live) and commercial (work) space within a common area. Persons living in the residential area are also proprietors of the commercial area, i.e. a resident artist and studio/gallery.
- 20.08.614.08 Newsstand
"Newsstand" means a small self-contained outdoor structure for the retail sales of newspapers, magazines, periodicals, and similar products.
- 20.08.616 Offices, Governmental
"Offices, governmental" means an establishment maintained and used as a place of business by persons employed by the government including City, County, State, Federal and similar governmental businesses, whose business activity consists primarily of providing services to people.
- 20.08.688 Retail sales and service
"Retail sales and service" means an establishment that provides retail sales, rental, services processing, and repair of new merchandise, primarily intended for consumer or household use. Services provided include those of a personal convenience nature, and the cleaning, repair or sales of related products.
- 20.08.663 Recreational use
"Recreational use" means an establishment providing participant or spectator recreation, amusement, exercise, or entertainment services.
- 20.08.859 Tattoo parlor
"Tattoo parlor" means an establishment where the act or process of indelibly marking or coloring the skin of any person by the insertion of pigment under or in the skin or by the production of scars is conducted.

VII. PARKING

1. Purpose-

The purpose of this section is to provide for adequate parking standards, to assure that parking spaces shall be suitably maintained and available for the use of the occupants of the site and to mitigate potential associated on-street parking and traffic circulation problems throughout the Downtown and surrounding areas.

2. General Provisions-

- a. No use or building shall be established, erected, enlarged or expanded unless parking facilities are provided and maintained as required by this Section.
- b. Parking facilities should be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same facility.
- c. Bumpers or tire stops a minimum 6 inches in height shall be provided in all parking areas abutting a building, structure, sidewalk, planting area, street or alley.
- d. All tandem parking spaces, where allowed, shall be clearly outlined on the surface of the parking facility.
- e. Parking facilities in all Districts shall be designed in such a manner that any vehicle on the property will be able to maneuver as necessary so that it may exit from the property traveling in a forward direction. However, cars may exit onto an alley traveling in a reverse direction.
- f. Where the application of the following cumulative parking schedules results in a fractional space of .5 or greater, the number of required parking spaces shall be rounded up to the next whole number.
- g. No vehicular use area, except driveway access to a property, for any residential use shall be located, in whole or in part, in any required front yard or front two-thirds of any required side yard.
- h. No person, company or organization shall fail to maintain the facilities required to be provided by this Section, or by any applicable provision of prior laws, variance, use permit, or precise plan heretofore or hereafter granted by the Planning Commission or City Council. No required parking shall be utilized in any manner so as to make it unavailable for the occupants, their clients or visitors of a building or use during the hours such building or use is normally occupied. This meaning shall not be construed to prohibit security devices.
- i. All permanent on-site parking, loading, or other vehicular use area shall be paved with approved concrete or asphalted concrete. On-site parking areas to be used for no longer than one year shall be surfaced and maintained with an impervious material acceptable to the Director of Community, Economic and Development Services so as to eliminate dust and mud. All on-site parking areas shall be graded and drained to dispose of all surface water in accordance with the Uniform Building Code.
- j. Any lights provided to illuminate any parking area shall be arranged so as to direct the light away from any residential dwelling unit.

3. Parking Spaces Required-

The number of parking spaces required for the establishment of a building or use shall be provided and thereafter maintained at the following ratios; provided, however, that for any building or use enlarged or increased in capacity, additional parking facilities shall be required only for such enlargement or increase. Additional parking facilities need not be provided for enlargements or additions to existing residential units. Unless stated otherwise, parking shall be based on net floor area defined in Section 20.08.420 of the El Segundo Municipal Code.

a. Residential Uses:

- i) Dwelling units/Live/work – No additional parking required. People who occupy the residential units will be the ones working in the commercial units, therefore, additional parking spaces would not be needed.

b. Nonresidential Uses:

- i) Bed and Breakfast Hotels - 1 space for each of the first 100 rooms; $\frac{3}{4}$ space for each of the next 100 rooms; and $\frac{1}{2}$ space for each room above 200 rooms.
- ii) Retail, offices, commercial, video arcade, and food-to-go uses - 1 space for each 300 sq. ft. for the first 25,000 sq. ft.; 1 space for each 350 sq. ft. for the second 25,000 sq. ft.; 1 space for each 400 sq. ft. for the area in excess of 50,000 sq. ft. No parking is required for outdoor retail uses including gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area.
- iii) Restaurants - 1 space for each 75 sq. ft. of dining area; including outdoor dining areas exceeding 200 sq. ft. in area. 1 space for each 250 square feet of non-dining areas. No parking is required for restaurants less than 500 sq. ft. which do not provide sit-down eating accommodations, or for outdoor uses including dining and gathering areas, up to 200 sq. ft. in area.
- iv) Bars - 1 space for each 75 sq. ft., including outdoor areas exceeding 200 sq. ft. in area.
- v) Medical/Dental offices and clinics -1 space for each 200 sq. ft.
- vii) Schools - Daycare, pre-school, elementary, middle school and junior high -1 space for each classroom, plus 1 space for each employee.
- viii) Schools - High school - 7 spaces per classroom plus auditorium or stadium parking requirements.
- ix) Schools - Adult, college, business and trade schools - 1 space for every 50 sq. ft. of gross floor area or 1 space for every 3 fixed seats – whichever is greater.
- x) Places of Public Assembly (including but not limited to, theaters, auditoriums, banquet facilities, meeting rooms, clubs, lodges and mortuaries) - With fixed seats-1 space for every 5 seats.* Without fixed seats-1 space for every 50 sq. ft. of floor area used for assembly purposes.

** Based upon the Uniform Building Code, areas having fixed benches or pews shall have 1 seat for each 18 inches of length. Dining areas shall have 1 seat for each 24 inches of booth length, or major portion thereof.*

b. Compact Parking:

Compact parking shall not be allowed, except parking spaces provided in excess of the required number may be compact size.

c. Parking Reductions:

The Director of Community, Economic and Development Services may modify the required number of parking spaces or approve joint use or off-site parking, for fewer than 10 spaces, based on the submittal of a parking demand study. Reductions of 10 or more spaces require approval of the Planning Commission. Additionally, for any use for which the number of parking spaces is not listed, the Director of Community, Economic and Development Services or Planning Commission shall specify the required number of spaces based on a parking demand study. A parking demand study shall include, but not be limited to, information specifying the number of employees, customers, visitors, clients, residents and owner-occupancy of residence and business (for existing legal non-conforming residential uses), shifts, deliveries, parking spaces, or other criteria established by the Director of Community, Economic and Development Services. The study may also include the use of valet or attendant parking.

4. Mixed Occupancies-

In the case of mixed uses in a building or on a site, the total requirements for parking facilities shall be the sum of the requirements for the various uses computed. Parking facilities for one use may be considered as providing required parking facilities for another use, if approved through a parking demand study, a joint-use agreement or another mechanism approved by the Director of Community, Economic and Development Services or the Planning Commission.

5. Parking Area Development Standards-

a. Stall sizes:

Standard stalls shall be 8.5 feet wide by 18 feet deep; Dead-end parking stall or adjacent to an obstruction shall be 10 feet wide by 18 feet deep; compact parking spaces, only allowed for parking in excess of the Code requirements, shall be 8.5 feet wide by 15 feet deep.

b. Aisle widths:

Aisle width for angled parking spaces shall not be less than the following:

Angles of Parking	Aisle Width Clear	Parking Stall Depth*
Parallel to 30 degrees	12 feet	16 feet
45 degrees	15 feet	19 feet
60 degrees	18 feet	20 feet
90 degrees	25 feet	18 feet

**Measured perpendicular to aisle*

c. Tandem Parking:

A maximum of 30% of the total required parking for commercial uses may be tandem. Greater than 30% tandem spaces may be allowed with approval of a parking demand study. Parking spaces provided in excess of the required number may be tandem.

d. Parking of Licensed Recreational Vehicles and Habitable Vehicles:

- i) Parking of any mobile home, camper, house trailer or other habitable vehicle outside of an authorized mobile home park or licensed recreational vehicle parking facility is **prohibited except** that such vehicles may be parked on any public property or right of way subject to any applicable parking restrictions, including Section 9.40.010 of the El Segundo Municipal Code.
- ii) A habitable vehicle parked on private property may be occupied for residential purposes for no longer than 72 hours (outside of an authorized mobile home park) within any 30-day period. No habitable vehicle may be occupied for commercial purposes except as provided by Section 16.01.140 of the El Segundo Municipal Code.

e. Entrances and Exits:

The location and design of all driveway entrances and exits shall be subject to the approval of the Director of Community, Economic and Development Services. Access must be from the alley or side street, except for access to handicapped parking stalls if approved through the design review process. Curb cut and driveway widths must be a minimum of 10 feet and a maximum of 30 feet in width.

f. Handicapped Parking:

Handicapped parking shall be provided in accordance with Part 2 of Title 24 of the California Administrative Code.

6. Loading Standards-

The following loading spaces, with the dimensions as listed, are required based on the net square footage of the building or use.

COMMERCIAL USES	
Building – Square Feet	Number of Loading Spaces
1-15,000	0
15,001-30,000	1
30,001-75,000	2
Each additional 100,000 sq. ft. or fraction thereof	1

BED & BREAKFAST HOTEL	
Building – Square Feet	Number of Loading Spaces
1,000-15,000	1
15,001-75,000	2
Each additional 100,000 sq. ft. or fraction thereof	1

DIMENSIONS	
Size	Feet
Width	12
Depth	25
Vertical Clearance	16

7. **Plan Preparation and Permit Approval-**
A proposed parking plan shall be submitted to the Director of Community, Economic and Development Services at the time of the application for the building permit for the building for which the parking is required, or at the time any required Planning application is submitted. The plans shall clearly indicate the proposed development, including location, size, shape, design, curb cuts, lighting, landscaping, and parking spaces in full compliance with code requirements. No building permit shall be issued until the applicant has presented satisfactory evidence to the Director of Community, Economic and Development Services that parking facilities required by this Section will be provided and maintained.
8. **Joint Use and Off-Site Parking Facilities-**
Parking spaces may be joint use or located off-site on a different lot or lots, subject to approval of a parking demand study and a parking agreement. The Director of Community, Economic and Development Services may approve a parking demand study for joint use and off-site parking for fewer than 10 spaces. The Planning Commission shall review any joint-use and off-site parking for 10 or more spaces. The agreement shall be recorded in the office of the County Recorder, prior to the issuance of a Building Permit. The agreement may include conditions as the Director of Community, Economic and Development Services or the Planning Commission deems appropriate.
9. **Sites with Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Plans-**
The number of required parking spaces may be further modified subject to approval of a Transportation Systems Management or Transportation Demand Management Plan, pursuant to the procedures and requirements of Chapters 20.55 and 20.56 of the El Segundo Municipal Code.

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10. Existing Buildings with Permitted Uses-

Existing uses in an existing building may change to any other use enumerated in the PERMITTED USES section of the applicable Specific Plan District without providing additional on-site parking spaces, provided that all existing on-site parking spaces provided in connection with the building or structure shall be continued and available for use with the subject building.

11. Failure to Maintain Required Parking-

In the event parking facilities required to be provided under this Section, or required pursuant to any application approved in accordance with this Section, are not maintained, the Director of Community, Economic and Development Services may revoke and cancel the certificate of occupancy issued for such structure. Prior to such revocation, the Planning Commission shall hold a public hearing in accordance with the public hearing procedures provided in Chapter 20.90, Procedures for Hearings, Notices and Fees, of the El Segundo Municipal Code. However, if it appears that failure to maintain such required parking was reasonably beyond the control of the person required to maintain the same, the certificate of occupancy shall not be revoked until the owner has had at least 90 days to reestablish the minimum required parking. In the event the certificate of occupancy is revoked, the premises covered thereby shall not be occupied or used for any purpose until a new certificate of occupancy has been issued.

VII. PARKING

1. Purpose-

The purpose of this section is to provide for adequate parking standards, to assure that parking spaces shall be suitably maintained and available for the use of the occupants of the site and to mitigate potential associated on-street parking and traffic circulation problems throughout the Downtown and surrounding areas.

2. General Provisions-

- a. No use or building shall be established, erected, enlarged or expanded unless parking facilities are provided and maintained as required by this Section.
- b. Parking facilities should be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same facility.
- c. Bumpers or tire stops a minimum 6 inches in height shall be provided in all parking areas abutting a building, structure, sidewalk, planting area, street or alley.
- d. All tandem parking spaces, where allowed, shall be clearly outlined on the surface of the parking facility.
- e. Parking facilities in all Districts shall be designed in such a manner that any vehicle on the property will be able to maneuver as necessary so that it may exit from the property travelling in a forward direction. However, cars may exit onto an alley travelling in a reverse direction.
- f. Where the application of the following cumulative parking schedules results in a fractional space of .5 or greater, the number of required parking spaces shall be rounded up to the next whole number.
- g. No vehicular use area, except driveway access to a property, for any residential use shall be located, in whole or in part, in any required front yard or front two-thirds of any required side yard.
- h. No person, company or organization shall fail to maintain the facilities required to be provided by this Section, or by any applicable provision of prior laws, variance, use permit, or precise plan heretofore or hereafter granted by the Planning Commission or City Council. No required parking shall be utilized in any manner so as to make it unavailable for the occupants, their clients or visitors of a building or use during the hours such building or use is normally occupied. This meaning shall not be construed to prohibit security devices.
- i. All permanent on-site parking, loading, or other vehicular use area shall be paved with approved concrete or asphaltic concrete. On-site parking areas to be used for no longer than one year shall be surfaced and maintained with an impervious material acceptable to the Director of Community, Economic and Development Services so as to eliminate dust and mud. All on-site parking areas shall be graded and drained to dispose of all surface water in accordance with the Uniform Building Code.
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- ii) Retail, offices, commercial, video arcade, and food-to-go uses - 1 space for each 300 sq. ft. for the first 25,000 sq. ft.; 1 space for each 350 sq. ft. for the second 25,000 sq. ft.; 1 space for each 400 sq. ft. for the area in excess of 50,000 sq. ft. No parking is required for outdoor retail uses including gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, up to 200 square feet in area.
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- vi) Warehouses and storage uses - 1 space for each 1,000 sq. ft. for the first 20,000 sq. ft.; 1 space for each 2,000 sq. ft. for the second 20,000 sq. ft.; 1 space for each 4,000 sq. ft. for the area in excess of 40,000 sq. ft.
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Parking spaces may be joint use or located off-site on a different lot or lots, subject to approval of a parking demand study and a parking agreement. The Director of Community, Economic and Development Services may approve a parking demand study for joint use and off-site parking for fewer than 10 spaces. The Planning Commission shall review any joint-use and off-site parking for 10 or more spaces. The agreement shall be recorded in the office of the County Recorder, prior to the issuance of a Building

Permit. The agreement may include conditions as the Director of Community, Economic and Development Services or the Planning Commission deems appropriate.

9. Sites with Transportation Systems Management (TSM) and Transportation Demand Management (TDM) Plans-

The number of required parking spaces may be further modified subject to approval of a Transportation Systems Management or Transportation Demand Management Plan, pursuant to the procedures and requirements of Chapters 20.55 and 20.56 of the El Segundo Municipal Code.

10. Existing Buildings with Permitted Uses-

Existing uses in an existing building may change to any other use enumerated in the PERMITTED USES section of the applicable Specific Plan District without providing additional on-site parking spaces, provided that all existing on-site parking spaces provided in connection with the building or structure shall be continued and available for use with the subject building.

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In the event parking facilities required to be provided under this Section, or required pursuant to any application approved in accordance with this Section, are not maintained, the Director of Community, Economic and Development Services may revoke and cancel the certificate of occupancy issued for such structure. Prior to such revocation, the Planning Commission shall hold a public hearing in accordance with the public hearing procedures provided in Chapter 20.90, Procedures for Hearings, Notices and Fees, of the El Segundo Municipal Code. However, if it appears that failure to maintain such required parking was reasonably beyond the control of the person required to maintain the same, the certificate of occupancy shall not be revoked until the owner has had at least 90 days to reestablish the minimum required parking. In the event the certificate of occupancy is revoked, the premises covered thereby shall not be occupied or used for any purpose until a new certificate of occupancy has been issued.

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1801. It is a very important document, as it sets out the President's views on the new government and the role of the executive branch. It is a very long letter, and it covers a wide range of topics, including the state of the Union, the role of the President, and the relationship between the executive and legislative branches.

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VIII. DESIGN STANDARDS

These Design Standards focus on issues ranging in scale from district-wide land uses to commercial signage of individual shops. Standards include land use, site planning and architectural treatment regulations to shape the future development of the Downtown, consistent with the City's vision. These standards address urban design issues affecting both public and private spaces. Development projects are reviewed for conformance with these standards at the staff level through the plan check or similar administrative process.

Typically, pedestrian-oriented streets are flanked with one to three-story, multi-storefront buildings that create a public room at the street level. Preservation of the sense of enclosure and maintenance of the existing community context and character is the goal of these standards, which apply to both rehabilitation and new construction. The symbols – (C) or (S) refer to standards that are common (C) to all of Downtown or specific (S) to a particular street or district.

A. Main Street District - (300-400 Blocks Main Street)

The Main Street District (MSD) is the heart of Downtown and includes the primary retail shopping district, dining, the City Hall, and the Civic Center. The area addressed by this section is bounded by the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56 feet of pavement, curb to curb, with no median. The majority of development is built along or near the front property line, at one-to-two story heights, giving the street a close knit and protected feel. **(Photo 1)**



Photo 1 – Main Street



Photo 2 – Retail uses

1. Site Development and Planning -
 - a. Land Use:
 - i) Retail and neighborhood services are encouraged at the ground floor level. Examples of acceptable uses include bakeries, restaurants, dry cleaners, nail and hair salons, florists, camera shops, gift shops and other retail uses. (See Section VI- Development Standards for list of permitted uses) (C) **(Photo 2)**
 - ii) Uses that do not generate daily pedestrian traffic should not be encouraged. (C)

- iii) Sidewalks may be used for outdoor cafes, signage, or merchandise display. Such uses shall always keep a clear path of six feet for pedestrians, with a minimum of four feet where there are obstacles. (C) **(Diagram 1)**

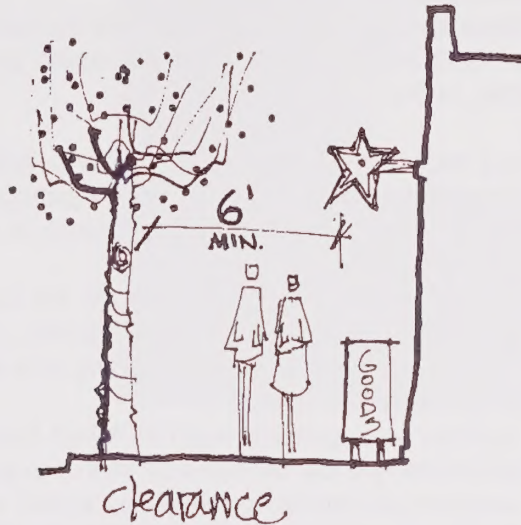


DIAGRAM 1

- iv) Uses that conflict with pedestrian activity or interrupt the current practice of locating the front wall at or near the property line shall not be allowed. (C)
 - v) Use of vacant or unleased space for temporary art galleries, exhibitions, and community space is encouraged. (C)
 - vi) Use of the upper floors for office uses is encouraged. Development of mixed-use projects is strongly encouraged. Office uses are allowed on the ground floor level. (C)
- b. Site Planning:
- i) New construction on the first floor shall be built to or near the front and streetside property lines throughout Downtown. (C) **(Photo 3)**



Photo 3 – First floor constructed at property line



Photo 4 – Rear shop entrance

- ii) New construction may be set back up to 10 feet from the property line where the setback is used for pedestrian activities such as sidewalk cafes, and where such a setback is consistent with the prevailing pattern of development. (C)
- iii) Primary building entries shall be located along the commercial street. Secondary entries may be located in the rear or, in the case of a corner lot, on the secondary street. (C)
- iv) Buildings shall not be razed to create surface parking lots in the Downtown. (C)
- v) Older buildings should be renovated and conserved, where economically feasible, in the Downtown. (C)
- c. Parking:
 - i) Parking should be located behind the building or in off-site parking facilities, not within the front setback or in front of buildings. (C)
 - ii) Parking should be shared among tenants in the immediate vicinity. (C)
- d. Parking Structures:
 - i) Parking structures are encouraged to be located on the periphery of Downtown and not face directly onto shopping streets. (C)
 - ii) If parking structures face a shopping street (Main, Richmond, and Grand) the following standards apply:(C)
 - aa. Ingress and egress should be taken from the alley and/or a side street.
 - bb. There should be no setback from the shopping street, unless the setback is used for pedestrian activities as stated elsewhere in the Specific Plan.
 - cc. Retail uses should front on the ground floor along the entire shopping street frontage.
 - dd. The building facades shall comply with the standards stated elsewhere in the Specific Plan.
 - ee. The second floor of the street façade shall be detailed with windows and/or other architectural features in character with the rest of Downtown.
 - ff. Lots sloping down from the shopping streets are preferred so the natural grade can be utilized in the design and ramping of the parking structures and if possible allow for at least the ground level of parking to be below the shopping street level.
- e. Rear of Buildings:

Treatments of rear building walls are as important as the fronts, particularly those facing public alleys and parking lots. Cleanliness and orderliness encourages use and provides a feeling of safety and security.

 - i) Outdoor storage and equipment shall be enclosed, matching or complementing the architecture or style of the building on the lot. (C)
 - ii) Trash storage shall be screened from public view. (C)
 - iii) Rear entrances for shops should be encouraged and enhanced. (C) **(Photo 4)**
- f. Alley Treatments:
 - i) Handprint Alley - This alley is strongly encouraged to be preserved and maintained as a major pedestrian access way to and from Main Street. **(Photo 5)**



Photo 5 – Handprint Alley

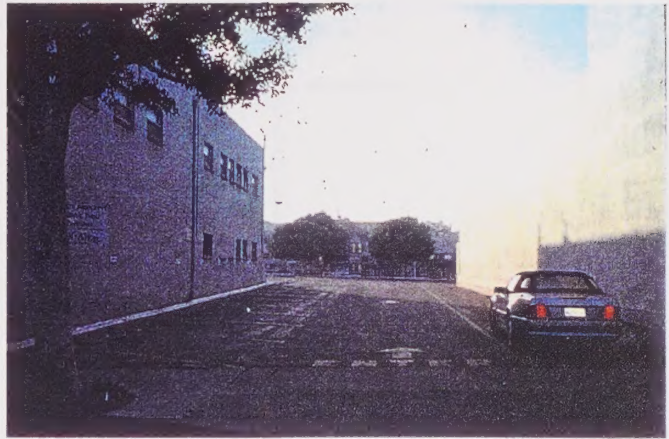
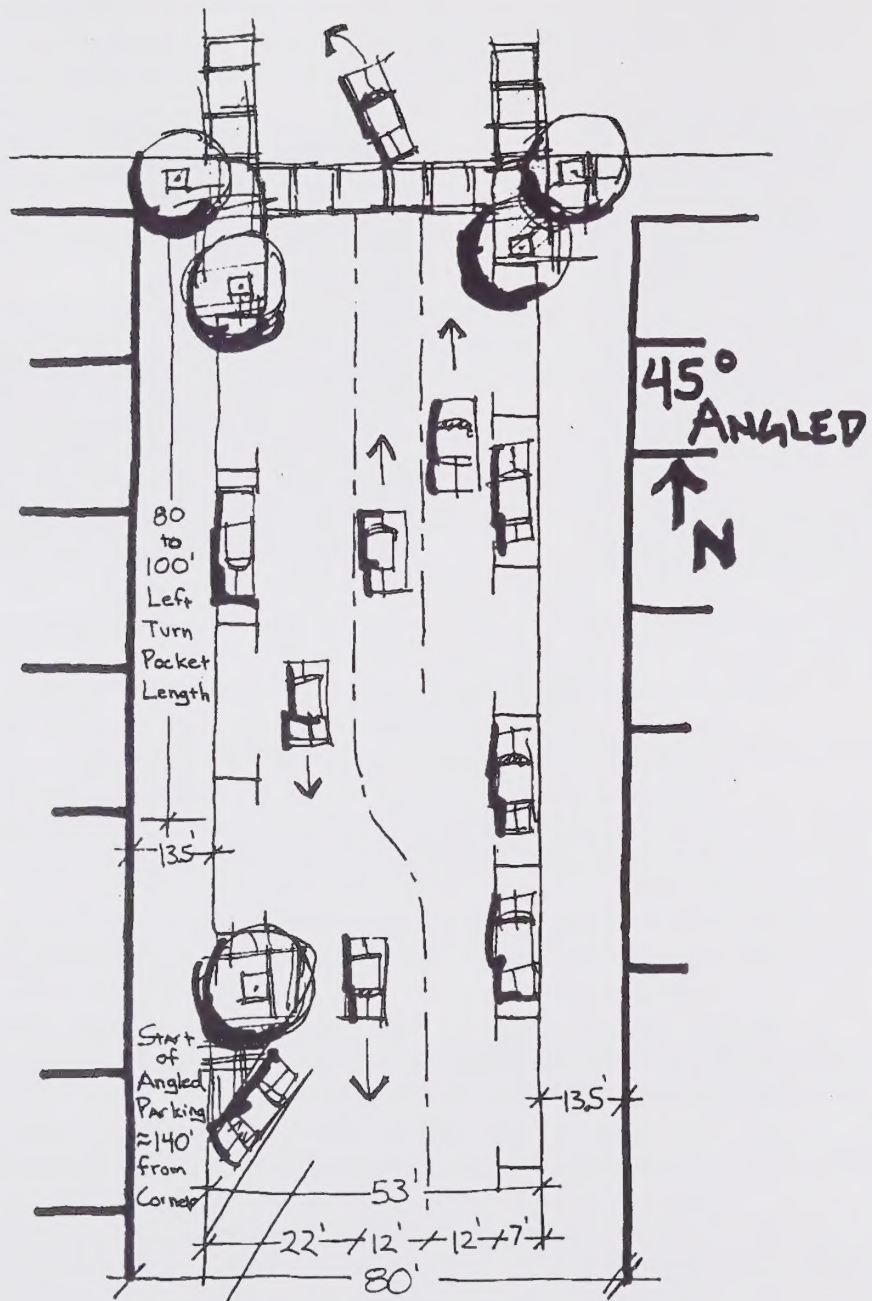


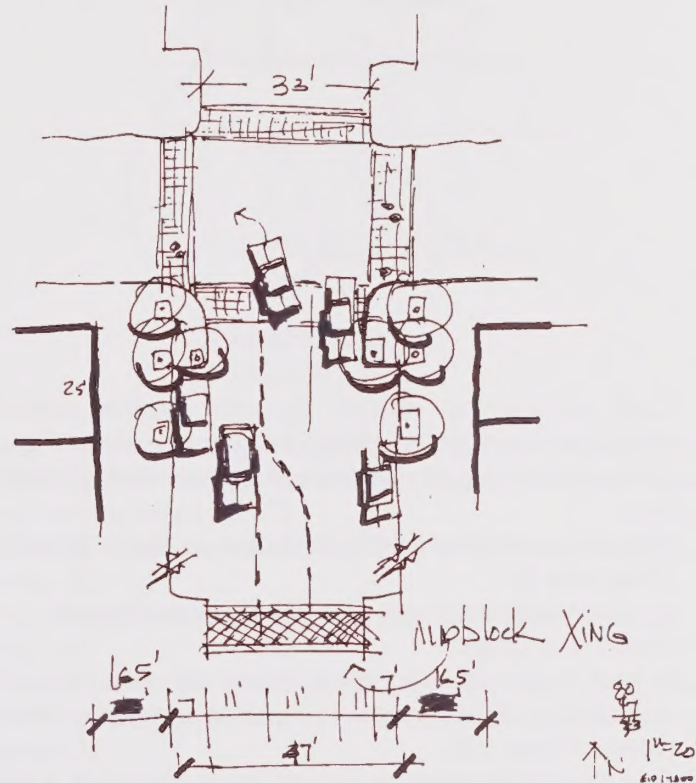
Photo 6 – Pursell Alley/Driveway

- aa. The City Hall Plaza provides the terminus view from Handprint Alley. The renovated Plaza shall be oriented to provide a natural transition to Main Street at that connection, as well as the existing Main Street mid-block crosswalk shall be realigned with the alley. The westerly view from the alley is also strongly encouraged to be considered in the layout of parking spaces and parking lot landscaping. (S) (See also the "Plazas – Civic Center Plaza" section)
 - bb. Pedestrian lighting is recommended for Handprint Alley. (S)
 - cc. Signage to direct pedestrians to and from Handprint Alley should be provided. (S)
 - ii) Pursell Alley/Driveway - This driveway serves as an alley and is strongly encouraged to be preserved as a pedestrian connection between Main Street and the Grand Avenue District. **(Photo 6)**
 - aa. The alley should orient itself to the proposed plaza behind the Pursell Building and to the Grand Avenue District across the north/south alley between Main Street and Richmond Street. (S)
 - bb. Pedestrian-serving uses, such as a newsstand should be encouraged in this alley. (S)
 - cc. Lighting is recommended for Pursell Alley. (S)
 - dd. Murals are strongly encouraged along this alley. (S)
2. Street Configuration -
- a. Streets:
 - i) Main Street, between Grand and Pine Avenues, should be narrowed to two or three lanes – two driving lanes and a corner left-turn pocket with angled parking, or two driving lanes with a continuous left turn lane and parallel parking. (S) **(Diagram 2)**



TWO-LANE CONFIGURATION

Main Street El Segundo
 2-1/4 Lanes
 left turn pocket
 parallel PKG both sides



THREE-LANE CONFIGURATION

b. Curb Extensions:

- i) Curb extensions should be extended into the street at intersections and potentially at mid-block crosswalks. (C) (Diagram 3)

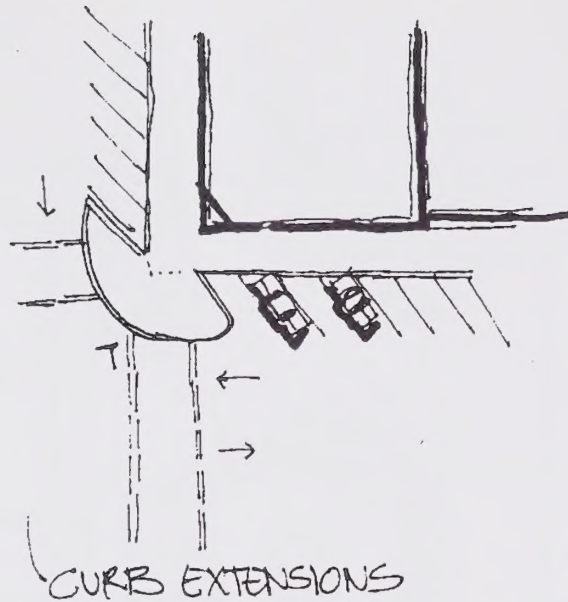


DIAGRAM 3

- i) Curb extensions should include special pedestrian paving, pedestrian amenities, and landscaping, as space permits. (C)
 - ii) Curb extensions should be well lighted for nighttime use. (C)
- c. Parking:
 - i) Parallel parking in both directions on Main Street should be maintained. (S) **(Diagram 2)**
 - ii) Angled parking on one side may be considered.
- d. Mid-block Crossings:
 - i) A mid-block crossing of at least ten feet in width should be maintained, providing a direct linear connection between "Handprint" Alley and the Civic Center Plaza. (S)
 - ii) The mid-block crossing should have paving of a contrasting color and texture from the street. The mid-block crossing will be integrated into the Civic Center Plaza. (see Civic Center Plaza section below) (S)
- 3. Streetscape -

Streetscape elements include paving, lighting, pedestrian amenities and signage. Standards include:

 - a. Sidewalks:
 - i) Sidewalks on both sides of Main Street should be widened to approximately 16.5 feet. If angled parking is provided on one side, then sidewalks should be widened to approximately 13.5 feet. (S) **(Diagram 2)**

- ii) Decorative sidewalk paving trim, joints, and accents shall be encouraged. (C)
(Diagram 4)

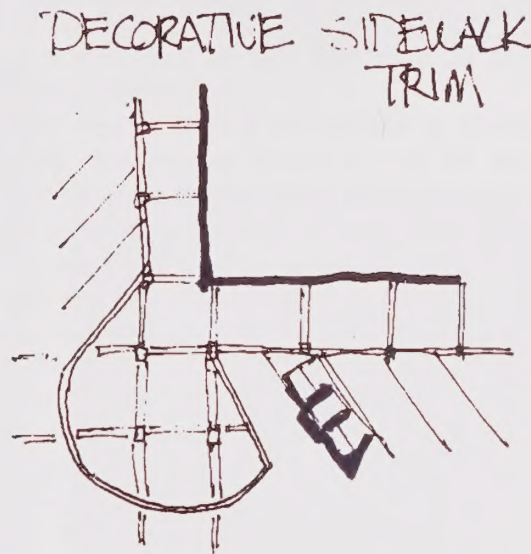


DIAGRAM 4

- iii) Old and historic paving (including decorative tiles and old contractor stamps and dates) shall be maintained and repaired rather than replaced with new paving, where feasible. (C)
- iv) New paving should have texture and relatively small-grained scoring and joint patterns. (C)
- v) Paving patterns should be simple and relate to the architecture of the building. (C)
- vi) Decorative paving, such as "terrazzo" accents, should be encouraged at the entry to buildings on private property as well as the public sidewalk. (C)
(Diagram 5)



DIAGRAM 5

- vii) Driveways across sidewalks should be marked by a change in paving color and/or texture. (C)
- viii) Utilities shall be located underground. (C)
- ix) Manhole covers, drain grates, and tree grates should be viewed as opportunities for public art. (C) **(Photo 7)**



Photo 7 – Decorative Tree Grate

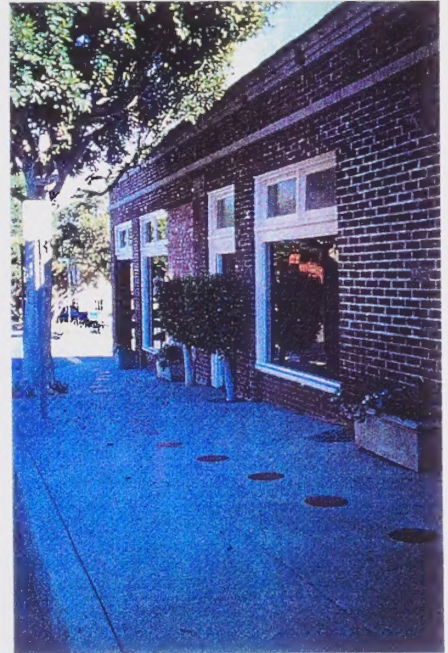


Photo 8 – Heritage Walk

- x) Heritage Walk should be maintained. (C) **(Photo 8)**
- xi) Sidewalks should be regularly cleaned and maintained. (C)
- b. Pedestrian Amenities:
 - i) Street Furniture - Many Downtown areas have paving and furnishings along the public right-of-way. Street furnishings provide comfort for pedestrians and foster opportunities for conversation and human interaction. Such items typically included benches, trash receptacles, and pedestrian lighting.
 - aa. A single, unified family of street furniture should be adopted. (C)
 - bb. The family of street furniture should be in context with the surrounding buildings and overall district character. (C) **(Photo 9)**



Photo 9 – Family of street furniture



Photo 10 – Bus stop

- cc. Street furniture should be durable, easy to maintain, and graffiti-resistant. (C)
- dd. Amenities and signage should not impede pedestrian circulation. Six feet minimum pedestrian clearance area should be provided on all sidewalks; although a minimum of four feet may be provided in limited areas with physical obstructions. (C)
- ee. Newspaper boxes should be located at corners or in front of clusters of restaurants. Newspaper boxes should be grouped together to minimize visual and physical clutter along the sidewalk. (C)
- ii) Bus Stops - Pedestrian-oriented communities should be well served by public transportation, allowing a wide range of shopping alternatives and access to work and other needs via public transportation.
 - aa. At least one bus stop should be located in the middle of the Main Street District.(S)
 - bb. Bus stops should have seating, shelter, signage with route and schedule information and adequate nighttime lighting. (C) **(Photo 10)**
 - cc. Bus layovers should be avoided along pedestrian-oriented streets. (C)
- iii) Bicycles - Bicycling, like walking, is encouraged in pedestrian-oriented communities. Bicyclists improve the quality of life for all by staying out of motor vehicles, thereby reducing traffic congestion, pollution, and the need for parking. Standards for bicycles on pedestrian-oriented streets include:
 - aa. Adequate bicycle parking should be provided, either on public or private property. (C) **(Diagram 6)**



DIAGRAM 6

- bb. Bicycle parking should be plainly marked and rack designs with curves rather than sharp angles are strongly encouraged. (C)
- cc. Bicycle storage should be encouraged in parking lots. (C)
- dd. Bicycle parking should be located in well lit, and visible locations for security and usability. (C)

c. Landscaping:

Landscaping provides visual interest, shade, shelter, and a healthier environment. For streetscapes, landscaping includes street trees, sidewalk planters, and tree well plantings. Standards for landscaping in Downtown are presented below:

i) Street Trees -

- aa. Street trees should provide shade and a pedestrian canopy, but should not be so dense as to cover storefront signage or historical facades. (C) **(Photo 11)**
- bb. In areas where shade is desirable, larger trees with denser foliage and canopies may be utilized. (C)
- cc. Existing street trees should not all be removed at one time. Instead, a phased approach for the removal and replacement, as the budget and development dictate, should be used. (C)
- dd. Both large, mature and smaller, less mature trees should be utilized. (C)
- ee. Street trees should be low maintenance including limited shedding, disease resistant, and long-lived. (C)
- ff. Tree grates should be used to enhance the pedestrian streetscape environment. (C)
- gg. Street trees should provide visual interest as well as complement the streetscape and surroundings. (C)
- hh. Permanent irrigation should be provided for all permanent landscaped areas. (C)
- ii. New developments along pedestrian-oriented streets (Main Street, Grand Avenue, and Richmond Street) shall include street trees. (C)
- jj. Street trees should be planted approximately one tree per 25 to 35 feet on center, depending on the tree selected and the location of street lights, driveways, and other physical elements located on the street. Trees should be no closer than 20 feet on center. (S)
- kk. The location of trees should be planned to allow openings for viewing store entrances and signage. (C) **(Photo 11)**

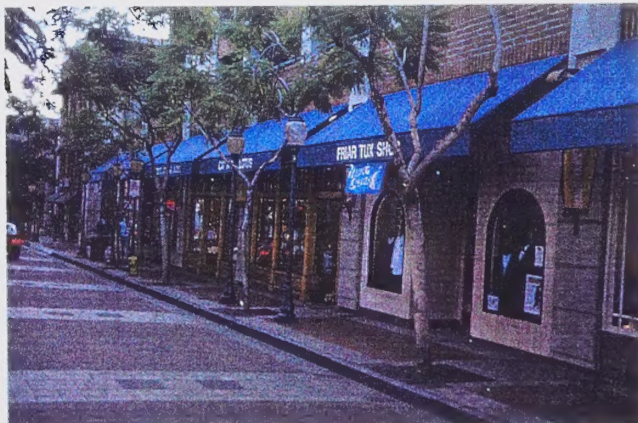


Photo 11 – Tree placement for storefront visibility.

- ll. For areas with new street trees, structural soil should be used to encourage root spreading to minimize sidewalk displacement and curb, gutter, street and/or infrastructure damage. (C)

ii) Other Landscaping -

- aa. Seasonal flowers and evergreen shrubs in raised planters are encouraged where there is sufficient sidewalk space. (C) (Diagram 7)



DIAGRAM 7

- bb. A variety of trees, shrubs and flowers should be used for accent and other unique functions in appropriate locations, such as at corners, mid-block crossings and gateways. (C)
- cc. Parking lots adjacent to streets, if permitted, should be screened with landscaping to buffer the view of vehicles. (C)
- dd. Continued planting of lantana (*Lantana spp.*), or similar flowering groundcover, in tree wells is encouraged. (C)
- d. Lighting:
Lighting can be an aesthetic element in Downtown as well as providing safety and security for pedestrians, bicyclists, and motorists. If Downtown is to continue to thrive, the continued safety of those in Downtown is paramount. Standards for lighting are presented below:

i) Street Lighting -

- aa. The continued use of the bell-shaped lighting fixture on Downtown streets and alleys is recommended. (C) **(Photo 12)**



Photo 12 – Bell-shaped streetlight

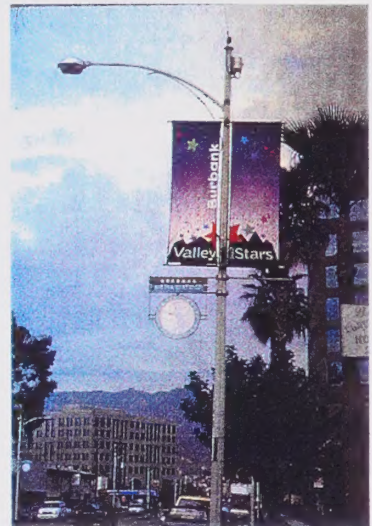


Photo 13 – Decorative Banners

- bb. Street trees should be maintained so as not to reduce the effectiveness of the streetlights. (C)
cc. Banners used for decorative and community events should be affixed to light poles. (C) **(Photo 13)**

ii) Pedestrian Lighting -

- aa. Pedestrian level lighting should be provided where people congregate, near building entries, and along sidewalks. (C) **(Diagram 8)**

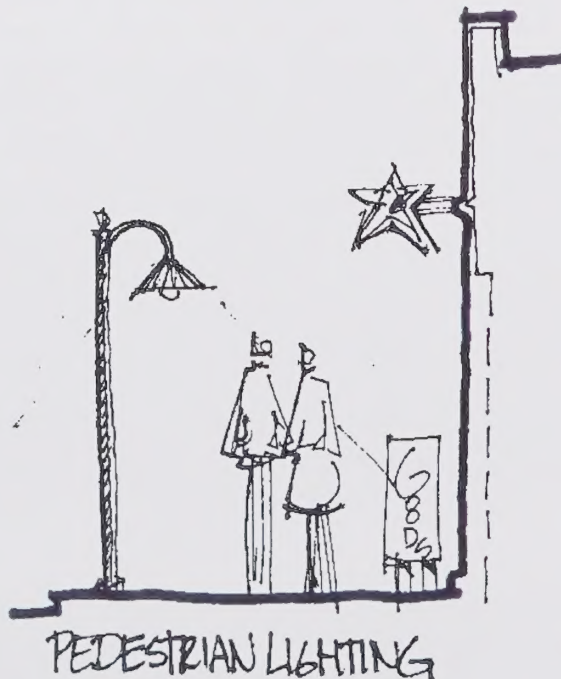


DIAGRAM 8

- bb. Pedestrian lighting should be provided throughout Downtown to maintain lighting levels of at least four foot-candles. (C)
- cc. Metal halide lamps are recommended. (C)
- dd. "Twinkle" or similar seasonal lights should be provided in street trees. (S)
- ee. Decorative and directional "architectural" lighting should be used to enhance the streetscape environment. (C)

4. Architecture – The Walls of the Public Room –

a. Architecture:

In lieu of endowing Downtown with a specific design theme such as the Spanish Revival look of Santa Barbara, the Scandinavian feel of Solvang, or the archetypes found at Disneyland, these architectural standards reflect the very character of Downtown El Segundo. That character is most manifest in the storefronts and sidewalks, the interaction of neighbors on the sidewalks, and the human scale of the architecture. There are a wide variety of architectural styles within the Downtown, with development spanning the entire 20th century. It is a goal of the Plan to maintain and enhance this eclectic architectural diversity. The core of the Downtown could be characterized as having a "Midwest" feel and the historic 100 and 200 blocks of Richmond Street have some of the characteristics found in "Gaslamp" type districts. These standards capitalize on the best physical, spatial, and social elements and are organized to reinforce the storefront character of Downtown.

For these standards to be cohesive, all of the elements must relate to the existing scale and character of Downtown. In these standards, the broad scale of Downtown remains the same while the pedestrian-oriented character is enhanced. Pedestrian-oriented enhancements include new standards for signage, sidewalks, landscaping, façade treatments and other physical elements. Specific actions seek to improve the pedestrian-oriented scale by reducing the widths of streets, increasing sidewalk widths, creating new gathering spaces, enhancing connectivity, and strengthening the integrity of the storefront facades.

The Downtown will still retain its charm and other-century feel. Those feelings will be enhanced by recognizing what is good and building upon those values. The following photos are positive examples of the variety of architectural styles found within the Downtown. New construction and renovations should be compatible and contextual with these types of architectural features, including scale, rhythm and design.

MAIN STREET



Two examples of traditional storefronts establishing a clear allusion to the “Midwest” ethic prevail in Downtown.

MAIN STREET



Three buildings which couldn't be more different in architectural style and overall scale attest to the eclectic character of Downtown. These buildings nonetheless make a positive contribution to the streetscape. The two story Spanish/Moorish building makes a strong statement at a key gateway to Downtown, while the low slung, dormered "residence" set back from the street provides a refreshing break in the Main Street façade and the 2 story modern "Mediterranean" style building provides classic features, a courtyard and residential above.

MAIN STREET



Numerous recent façade remodels have blended contemporary forms and materials with the traditional older Downtown buildings. While architectural styles range from nearly Colonial to almost post-modern, the unifying element that all share is their pedestrian scale and general “openness” to the street as illustrated in the photos above, as well as the following page. Although a number of the uses within these buildings are offices, with their large windows fronting the street they could easily accommodate retail and pedestrian oriented uses.

MAIN STREET



i) Building Massing and Height -

- aa. The architectural scale and rhythm, parapet wall height, and decoration of new or renovated buildings shall be compatible and contextual with surrounding buildings. (C) (Photo 14)



Photo 14 – Compatible architectural scale and rhythm



Photo 15 – Two-story facade

- bb. New construction at the front property line shall be no more than two stories tall at the street in order to maintain the general height and scale of structures. Three stories shall be allowed at the rear of the properties. (Photo 15) (C)

ii) Facades -

- aa. If parcels are aggregated, then the new building should maintain a façade that is differentiated as if each segment were a separate structure. (C)
- bb. New buildings shall consider and be compatible or contextual to the architecture, size, massing, roofline, cornice line, and details of the adjoining buildings. (C)
- cc. Storefront windows shall be clear glass, neither tinted nor reflective. Windows may be shaded by street trees, awnings and arbors. (C)
- dd. At least 75% of the façade between two and eight feet above the sidewalk shall be clear windows and doors (new or renovated structures). (C) (Photo 16)



Photo 16 – Clear window treatments



Photo 17 – Metal security door

- ee. Window displays should be encouraged (i.e., flower shop), but should provide transparency between the street and the store. Window displays shall not block or completely obscure the building interior from the passerby. (S)
- ff. For all front windows, at least 75% of the glass area shall be unobstructed by signage, including advertisements, screens, and window coverings. (S)
- gg. Metal garage doors, folding security screens or other security features, which detract from the street appearance, shall not be allowed. (C) **(Photo 17)**.
- hh. Awnings, which complement the architectural character of the building or storefront, are encouraged. **(Photo 18)**



Photo 18 – Complementary awning

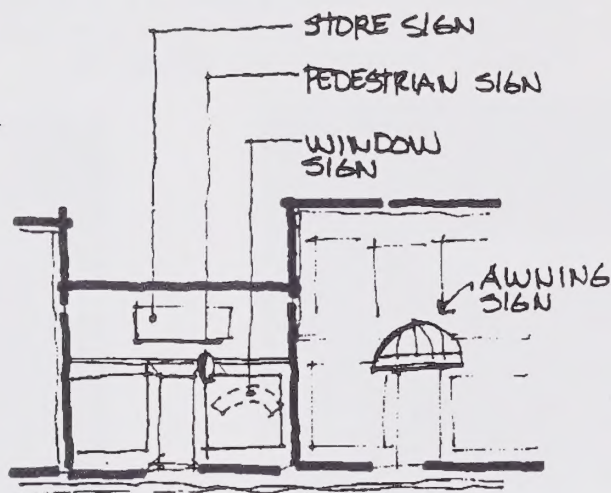


Photo 19 – Distinctive architectural features

- ii. Continuous awnings, which conceal or conflict with the architectural character of the buildings (including the obscuration of important architectural elements), are discouraged. (C)
- iii) Materials -
 - aa. New buildings or renovations shall be constructed with materials consistent with those of the surrounding buildings. (C)
 - bb. For renovated buildings, distinctive existing architectural features such as windows tiles, and fenestration shall be preserved and restored. **(Photo 19)**
 - cc. Stucco coatings over older historic wooden and brick buildings is not allowed. (C)
- b. Lighting:
 - i) Decorative Lighting -
 - aa. Decorative lighting to denote building entries or architectural features is encouraged. (C)
 - ii) Security Lighting -
 - aa. Lighting should be directed so as not to shine in adjacent windows. Light shields are encouraged. (C)
 - bb. Lighting activated by motion sensors is encouraged. (C)
 - cc. Lighting activated by photovoltaic cells is encouraged. (C)
 - dd. Security lighting of private property should not spill over onto Downtown streets. (C)
- c. Signage:

Signs are significant features of shopping and entertainment districts as they serve as invitations for people to enter and patronize stores and restaurants. Unique, attractive signs signify quality establishments and products. A combination of

storefront, window and perpendicular/pedestrian signs is allowed to meet the 25 square foot total maximum allowable signage (per 25 foot standard lot; if lots are aggregated, then a formula of 1.5 times shall be used to determine maximum allowable signage) (Diagram 9)



TYPES OF SIGNS

DIAGRAM 9

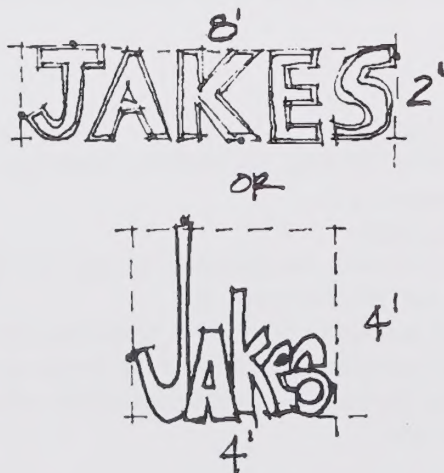
i) Storefront Signs -

Storefront signs are mounted parallel and directly onto the building facade.

aa. Storefront signs shall be no more than 20 square feet. (C)

bb. Materials used shall be in keeping with the character and charm of a pedestrian oriented downtown and consistent with surrounding signage. (C)

cc. Freestanding lettered/iconic signage (without background area) shall be encouraged and allowed. (C) (Diagram 10)



STOREFRONT SIGN (TYPICAL)

DIAGRAM 10

- dd. Signage on awnings shall be allowed. (C)
- ee. Signage may be lighted from another source such as gooseneck lamps. (C)
(Diagram 11)

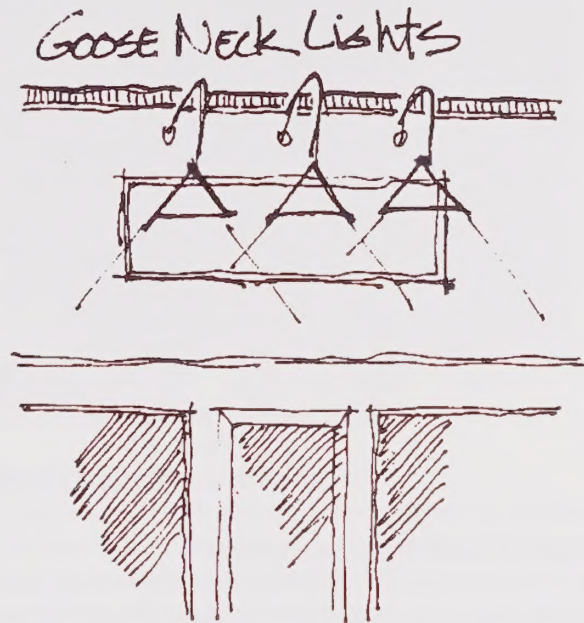


DIAGRAM 11

- ff. Internally illuminated canister signs shall not be allowed. (C)
- gg. Pole or pylon signs shall not be allowed. (C)
- hh. Roof signs shall not be allowed. (C)
- ii. Neon signage should be discouraged. (C)
- jj. Temporary signs shall be limited to no more than 15 percent of the window or storefront area for a maximum of 30 days per year. (C)
- ii) Window Signs -
 - aa. Window signage shall be no more than 16 square feet. (C)
 - bb. Window signage shall be kept to a minimum. Lettering, such as painted script shall be encouraged, while signs with backgrounds shall be discouraged. (C)
 - cc. Advertisements placed in windows shall not be allowed. (C)
- iii) Perpendicular/Pedestrian Signs -
 - Perpendicular/Pedestrian signs are mounted above eye-level, perpendicular to the building face and hang over the sidewalk.
 - aa. Perpendicular/Pedestrian signs shall be no more than nine square feet (double sided allowed). (C)
 - bb. Materials used shall be in keeping with the character and charm of a pedestrian oriented downtown and consistent with surrounding signage. (C)
(Photo 20)



**Photo 20 -
Perpendicular/Pedestrian sign**

- iv) Signs for Non-Street Front Uses -
 - aa. Perpendicular/Pedestrian signage may be used for non-street fronting businesses and shall be no more than nine square feet. (C)
 - bb. In addition to allowed perpendicular/pedestrian signage, a maximum of two square feet of lettered/logo and/or icon painted directly onto the entrance (without a background) shall be allowed. (C)
- v) Address Signs -

Address signs may be used to identify building location, but shall not be used as primary signage. Size shall be kept at the minimum necessary, as required by the Uniform Fire Code, to identify the address from the street. (C)
- vi) Sidewalk Signs -

Sidewalk-oriented signs are designed to be visible by pedestrians on the sidewalk. They are movable, free standing signs.

 - aa. Freestanding signage (as in sandwich boards) along sidewalks is encouraged. Freestanding signs shall not exceed four square feet in area on each side and shall be designed so as not to obstruct the sidewalk or provide a place for a person to hide behind. (C) (Diagram 12)

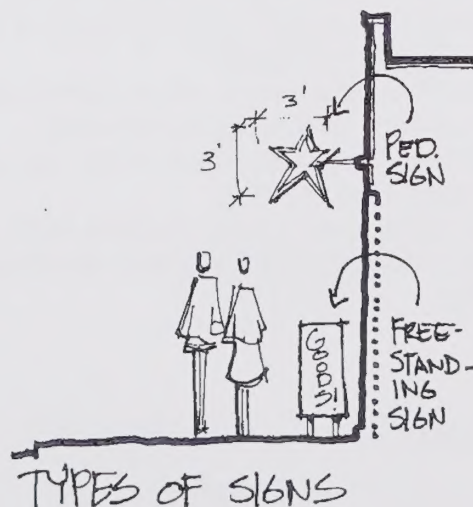


DIAGRAM 12

vii) Directional (Public Realm) -

A comprehensive City signage program should be developed for City-owned parking lots and alley parking signage. (C) **(Photo 21)**



Photo 21 – City Signage Program

viii) Directional (Private) -

- aa. A common signage theme shall be developed to standardize parking signage in shared private lots in the alleys behind Main Street. (S)
- bb. Parking signage should be minimized. (C)
- cc. Signage restricting parking to certain patrons should be discouraged. (C)

B. Main Street Transitional District - (100-200 & 500 Blocks Main Street)

The Main Street Transitional District (MSTD) is located adjacent to the north and south ends of the Main Street District described above. At the south end, the MSTD begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). **(Photos 22, 23, & 24)**



Photo 22 – Main Street Transitional District



Photo 23 – Main Street Transitional District



Photo 24 – Main Street Transitional District

These blocks are transitional in character and include institutional, light industrial and residential uses and parking, as well as some limited commercial uses. They do not have the feel and character of the core of Main Street and so they should serve as visual transitions into and out of Downtown. Immediate standards include:

1. Street Trees -

These blocks of Main Street should place street trees at a spacing of 40 feet on center. Street trees should be the same as those in the Main Street District, but may be mixed with other appropriate trees.

For future long-term change, streetscape and urban design features similar to those proposed for the Main Street District (i.e., pedestrian amenities) are recommended for these transitional areas.

C. Richmond Street and North Richmond Street Districts (100-200 Blocks Richmond Street; 300 Block west side Richmond Street)

The Richmond Street and North Richmond Street Districts are located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Holly Avenue (north) (Richmond 100, 200, 300 blocks). Richmond Street has a 60-foot right-of-way, with 10-foot sidewalks and 40 feet of street curb to curb, with no median. Development along the street is located at or near the front property line and is one-to-two stories in height. **(Photos 25 & 26)**



Photo 25 – Richmond Street District



Photo 26 – North Richmond Street District

The west side of the 300 block of Richmond, between Grand and Holly is included in the North Richmond Street District. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as having potential for commercial mixed-use development. Future development is envisioned as maintaining the existing eclectic-artsy type businesses such as antiques, furniture, book, and clothing stores.

Other than the three characteristics described above, the Richmond Street and Main Street Districts are both part of Downtown and will be treated the same in terms of standards for the commercial options. However, Richmond Street itself is not recommended for changes in street configuration.

Listed below are specific standards for the Richmond Street and North Richmond Street Districts. Please note that only specific standards addressing these Districts will be called out, and will be marked with a (S). For the rest of the standards that are applicable to this area, please refer to the standards in the Main Street District, marked with (C), as listed previously.

1. Site Development and Planning -
a. Land Use:

- i) Continuation as a location for restaurants, small entertainment venues, and antique stores is recommended for this area. (S) **(Photos 27 & 28)**



Photo 27 – Mixed-use



Photo 28 – Antique stores

2. Street Configuration and Streetscape -

a. Street:

- i) Richmond Street remains in the same configuration. (S) **(Photo 29)**



Photo 29 – Richmond Street

b. Sidewalks:

- i) Sidewalks on both sides of the street will remain the same. (S)

c. Parking:

- i) Parallel parking in both directions will remain. (S)

d. Pedestrian Amenities:

i) Bus Stops -

- aa. At least one bus stop should be located in the immediate vicinity of the Richmond Street District. (S)

e. Landscaping:

i) Street Trees -

- aa. The street tree along Richmond Street shall be the same as along Main Street to help create a unified Downtown area. (S)

3. Architecture - The Walls of the Public Room -

a. Architecture:

The Richmond Street District (100 and 200 blocks) contains numerous historic buildings constructed in the early 1900's. As this area of Richmond Street was the original Downtown for the City, much of the local history is embedded within this district. The character and history of the City are reflected in this cultural, historical and architectural heritage. It is particularly important to preserve, maintain and enhance these invaluable assets that the City possesses as part of it's cherished heritage, so that future generations may have the opportunity to appreciate, enjoy and understand the heritage of the City.

As such, any construction in the Richmond Street District should not adversely affect the existing architectural features of the building or the special character, historical, architectural, or aesthetic interest of the building or the surrounding buildings. Construction on both new and existing buildings should be harmonious with the best examples of historic structures in the surrounding area. The prevailing use of brick construction should be continued and respected with both new construction and renovations. All of the architectural standards described in the Main Street District also apply to both of the districts on Richmond Street.

The following photos are positive examples of the variety of architectural styles found within the Richmond Street and North Richmond Street Districts. New construction and renovations should be compatible and contextual with these types of architectural features, including scale, rhythm, design and materials.

RICHMOND STREET



One of the dominant impressions of Richmond Street is the prevalent use of brick. It's likely that few of the original buildings on the street used any other material as their primary cladding. Today it's clear which buildings survived from the original "Main Street" construction era.



Both old and new facades share design elements more closely on Richmond Street than on Main Street. A more clearly defined design ethic permeates this street.

NORTH RICHMOND STREET



The construction in the North Richmond Street District is much more diverse than the Richmond Street District with a wide variety of eclectic architectural styles, spanning most of the 20th Century.

i) Facades -

- aa. Window displays shall be encouraged for retail uses (i.e., furniture shop), but shall provide transparency between the street and the store. Window displays shall not block or completely obscure the building interior from the passerby. (S) **(Photo 30)**



Photo 30 – Transparent window displays

- bb. For all front windows of retail uses, at least 75% of the glass area shall be unobstructed by signage, including advertisements, screens, and window coverings. (S)

D. The Grand Avenue District (300 Block east side Richmond Street-former Ralph's market and adjacent lots)

The Grand Avenue District is proposed for the 300 block of Richmond and is the site formerly known as "Ralph's Market." It also includes the parking lot and apartment building north of the former Ralph's property. **(Photo 31)**



Photo 31 – Former "Ralph's Market"

Development in this district should have a pleasing façade on all four sides so that it would be in context with the rest of the Downtown. Development in a pedestrian-oriented environment is encouraged. The east side is an important point of access and visibility from the alley and from Main Street. The east side also faces the proposed plaza at the rear of the Pursell Building and would incorporate a similar open space opposite the Pursell plaza.

The south and west sides are street facing and should have street-fronting retail uses. A number of openings in the street wall along these streets should open up to the internal courtyard. The north side abuts residential uses and should be compatible.

Listed below are specific standards for the District. Please note that only specific standards addressing this district will be called out, and will be marked with a (S). For the rest of the standards that are applicable to this area, please refer to the standards in the Main Street District, marked with (C), as listed previously. These standards largely apply to the redevelopment of the site. Any reuse of the existing buildings and minor additions shall comply with these standards to the extent that they are applicable and are feasible. Standards include:

1. General-
 - a. All standards pertaining to the Main Street District shall apply. (S)
 - b. All standards pertaining to the Grand Avenue frontage apply. (S)
2. Grand Avenue and Richmond Street Facades-
 - a. Retail, community-serving and office uses shall be at the street front (ground) level along Grand Avenue and Richmond Street. (S)
 - b. The front facades shall be modulated to avoid a monolithic street façade. (S)
 - c. The corner of Richmond Street and Grand Avenue shall be an open courtyard leading into and out of the interior of the site, when the site is redeveloped. The courtyard should be a minimum of 20 feet in width, measured diagonally across the corner, to the interior of the property lines. (S) **(Diagram 13)**

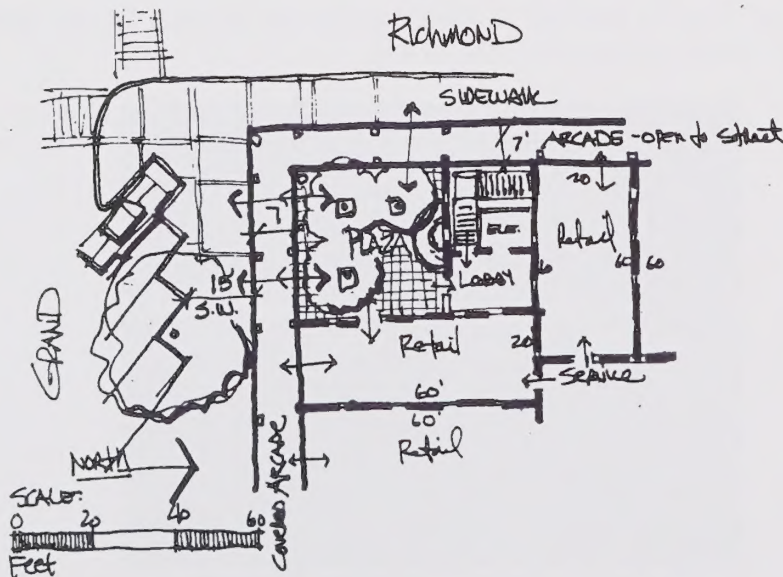


DIAGRAM 13

- d. Open and public access points to the interior of the site shall be located within 30 feet of the corner of Grand Avenue and the alley between Main and Richmond Streets, when the site is redeveloped. (S)
 - e. At least one open and public access point (in addition to the corner of Grand and Richmond) shall be located along the Richmond Street frontage. (S)
 - f. The ends of the structures at Grand Avenue and the alley, and the northern end of Richmond Street shall have a vertical tower or appendage rising above the average parapet wall height along those streets. (S)
3. Alley Frontage-
- The alley frontage is important because it faces the rear of the Main Street buildings, is adjacent to the proposed plaza behind the Pursell Building, and is visible from alleys connecting to Main Street. Standards include:
- a. All service shall occur from the alley. (S)
 - b. The alley facades shall be extensively landscaped, with mature landscaping including trees and shrubs with a minimum depth of five feet. (S)
 - c. Buildings and facades visible from the Pursell Alley shall follow standards for the Grand Avenue and Richmond Street facades. (S)
4. North Frontage-
- a. The north frontage shall be compatible with the residentially zoned property next door, as defined below. (S)
 - b. No service, outdoor storage, or access shall be located along the north side of the District. (S)
 - c. A landscaped buffer zone of approximately 10 feet with mature trees and shrubs is required between the District and the adjoining property. (S)
5. Interior -
- a. The interior shall be composed of linked courtyards and open spaces between structures. (S)
 - b. A minimum of 15% of the ground floor shall be landscaped (and hardscaped) open space, excluding parking. (S)
 - c. Interior open space shall be mainly open to the sky. (S)
 - d. Interior open space shall be accessible to all tenants within the District. (S)
6. Parking -
- a. Surface parking within the District shall be discouraged. (S)
 - b. Adjacent and shared parking are encouraged. (S)
 - c. Subterranean and/or semi-subterranean parking is highly recommended. (S)

E. Plazas

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is proposed to be located to the rear of the Pursell Building, across the alley from the Grand Avenue District. Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling, and people watching. Plazas are typically ringed by restaurants, galleries and other retail uses. Food service and goods from portable retail wagons are often available within the plaza.

1. Civic Center Plaza - (Photo 32)



Photo 32 – Civic Center Plaza

The Civic Center Plaza is located at the Civic Center on the east side of the 300 block of Main Street. The City plans to redesign the Plaza in the near future. In order to have the Plaza integrate with the pedestrian-oriented character of Main Street the following standards apply:

- a. The plaza shall be open and oriented to Main Street. (S)
- b. The plaza shall encourage pedestrian-oriented uses. (S)
- c. The plaza shall provide seating adjacent to the sidewalk, facing the street to maximize social interaction. (S)
- d. The paving of the plaza shall extend across the sidewalk, across the street, providing connection to the sidewalk on the other side. (S)
- e. The pedestrian crossing of Main Street shall link Handprint Alley with the plaza. (S)
- f. The pedestrian crossing shall be designed with the same or complementary paving materials as the plaza. (S)
- g. The plaza shall be designed so that a prominent element is the visual terminus of Handprint Alley. (S)
- h. The plaza shall provide lighting for nighttime activities, security, and aesthetic interest. (S)
- i. The plaza shall provide a sound system to accommodate outdoor concerts and other uses. (S)
- j. Landscaping and benches shall be provided to enhance and encourage pedestrian use of the plaza. (S)
- k. A stage area shall be provided for community events and activities. (S)

2. Pursell Plaza - (Diagram 14)

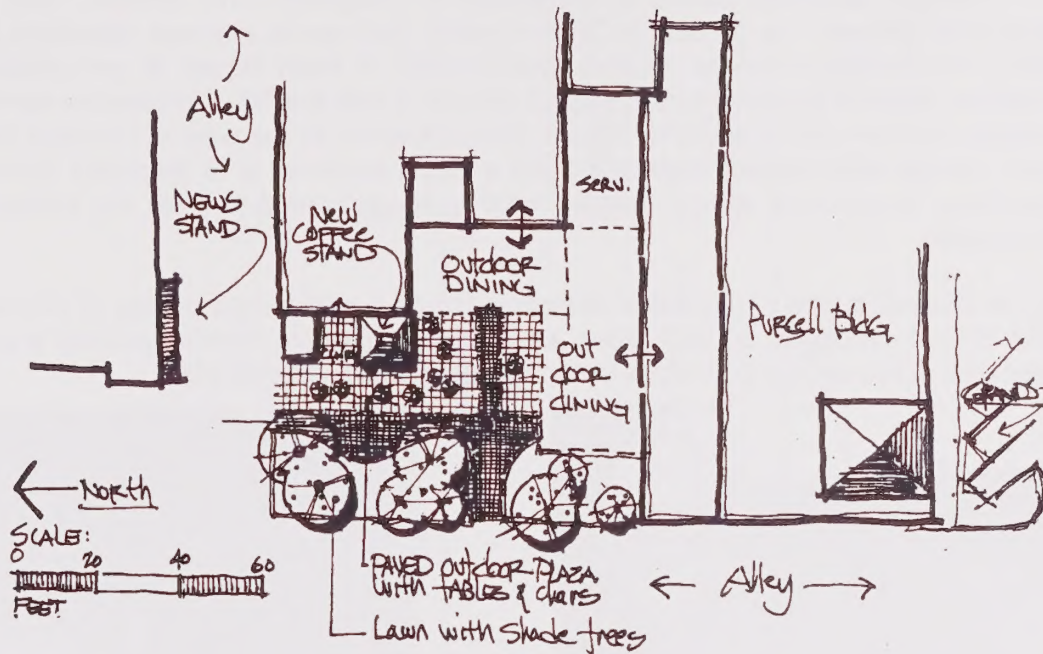


DIAGRAM 14

The Pursell Plaza is proposed to be located to the rear of the Pursell Building that is located at the northwest corner of Main Street and Grand Avenue. The proposed plaza is shielded from view from Grand Avenue and Main Street by the Pursell Building but is open to the alley and the Grand Avenue District west of the alley. The impetus for this plaza is the redevelopment of the Pursell Building into a mixed-use center with a major anchor tenant. This tenant will be able to take advantage of the proposed plaza in the rear of the building and with the proposed Grand Avenue District development across the alley to the west. Retail uses will continue along the Main Street and Grand Avenue street frontages. Standards for the plaza include:

- a. The plaza shall be demarcated from the alley by landscaping and low walls that provide protection from vehicles. (S)
- b. Outdoor storage shall be screened from the plaza. (S)
- c. The plaza shall be accessible from the Pursell Building and the alley. (S)
- d. The plaza may be used for commercial uses but limited to outdoor dining or displays accessible to the public. (S)
- e. Seating shall be provided. (S)
- f. The plaza shall consist of both landscape and hardscape materials. (S)
- g. The plaza shall be lighted for night use. (S)
- h. Some cover from the sun and the elements shall be provided but no more than 10 percent of the plaza shall have a permanent roof or cover. (S)

F. Grand Avenue

Grand Avenue is one of only two City streets that connects to the beach. Grand Avenue is the principal east/west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in these standards is between Main and Concord Streets. Grand Avenue east of Main Street is not proposed to be modified. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord has recently been planted with Cajeput trees to provide a visual welcome to El Segundo. Similarly, these standards recommend special treatment for “gateway” areas to mark the entrance into the Downtown.

Grand Avenue is one of the widest streets in the City, with a right of way of 100 feet in width with 10-foot sidewalks on both sides and a center median. Parallel parking is provided on both curb lanes and on both sides of the center median. **(Photo 33)**



Photo 33 – Grand Avenue



Photo 34 – Commercial uses

Like the standards for the Richmond Street District, only specific standards addressing this district will be called out, and will be marked with a (S). For the rest of the standards that refer to this area, please refer to the standards in the Main Street District, listed previously. Those common standards will be marked with a (C). The standards specific to Grand Avenue include:

1. Site Development and Planning -
 - a. Land Use:
 - i) Retail and commercial uses are recommended for this area. (S) **(Photo 34)**
2. Street Configuration and Streetscape -
 - a. Street:
 - i) Grand Avenue should be reconfigured so that the central median (and parking) is removed. (S) **(Diagram 15)**

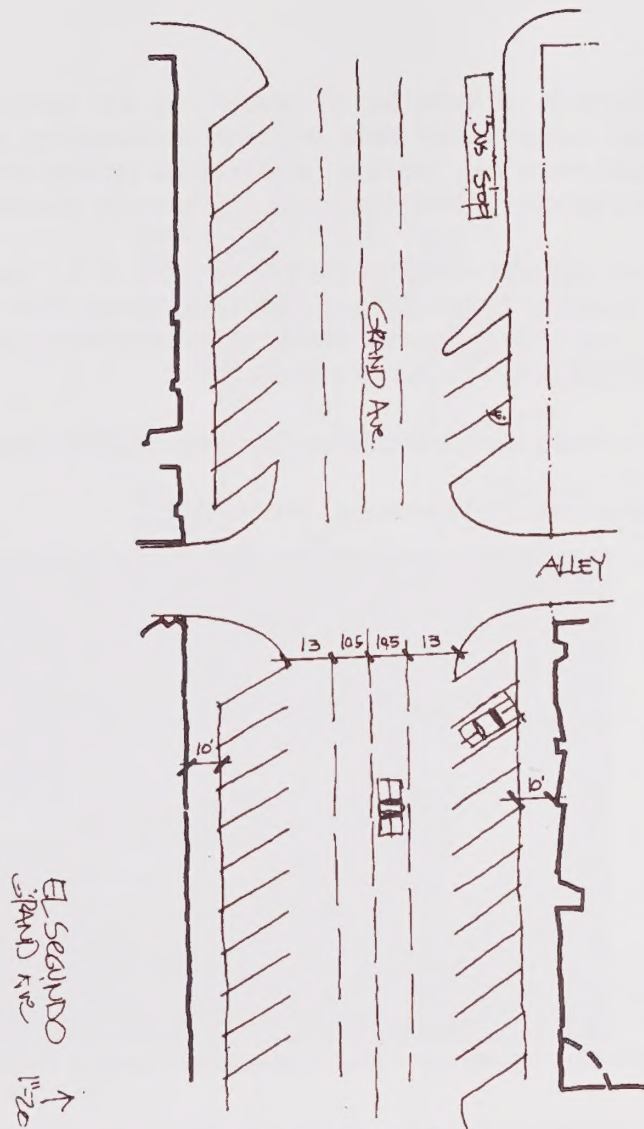


DIAGRAM 15

- ii) The new configuration should include four driving lanes, two in each direction. (S)
- b. Parking:
 - i) Parallel parking in both directions should be removed, including median parking and replaced with angled parking. (S) (**Diagram 15**)
- c. Sidewalks:
 - i) Sidewalks on both sides of the street should be maintained at 10 feet or widened to up to 15 feet. (S)
- d. Pedestrian Amenities:
 - i) Bus Stops -
 - aa. At least one bus stop should be located in the immediate vicinity of the Grand Avenue, not more that three blocks walking distance. (S)

G. Downtown Gateways

Gateways mark the passageway into or out of El Segundo's Downtown. These entry points, or gateways, should be indicated by their tall vertical elements and a richness of detail at the street level. Palm trees are proposed as the vertical element at three of these gateways, as they are regional in scale and serve to visually mark the location. The intersections themselves should be richly appointed and are meant to appeal to pedestrians, transit

riders, and occupants of vehicles. In addition to the vertical Palms, elements of the Gateways should include street trees and other landscaping, enhanced street paving and striping, enhanced sidewalks, signage, architectural lighting and particular attention to the form and mass of buildings at the corners of the Gateway intersections.

Existing entryway signage exists at the intersections of El Segundo Boulevard and Main Street, and El Segundo Boulevard and Richmond Street. This signage is provided by the Chevron Oil Co. and while it has well served the Downtown up to now, it is felt a more formal signage program is needed for the Downtown.

Four intersections have been selected as Gateways and are described below:

1. Main Street and Grand Avenue - **(Photo 35)**



Photo 35 – Main Street and Grand Avenue

- a. Main Street and Grand Avenue is the primary intersection in Downtown. The special elements of the intersection are its adjacency to the Civic Center, the intersection of the wide Grand Avenue with busy Main Street, and the Pursell Building with its diagonal entrance and mini-tower at the corner. **(Diagram 16)**

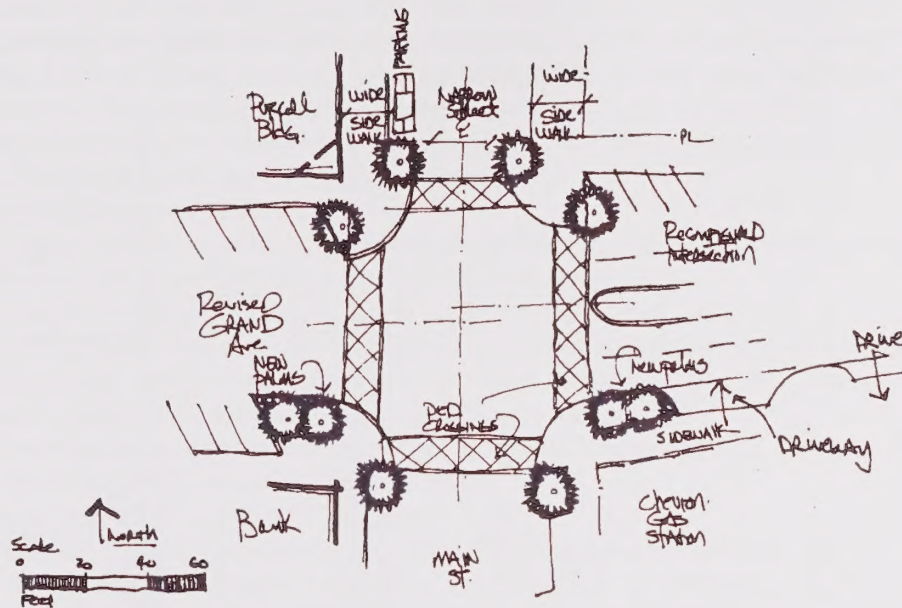


DIAGRAM 16

2. Concord Street and Grand Avenue -

- a. The intersection of Concord Street and Grand Avenue is located at the crest of a hill west of the core of Downtown. The crest of the hill effectively creates a visual barrier, beyond which nothing is seen. As Grand Avenue is Downtown El Segundo's only street to and from the beach, this westerly entry is important in marking the boundaries of Downtown. (Diagram 17)

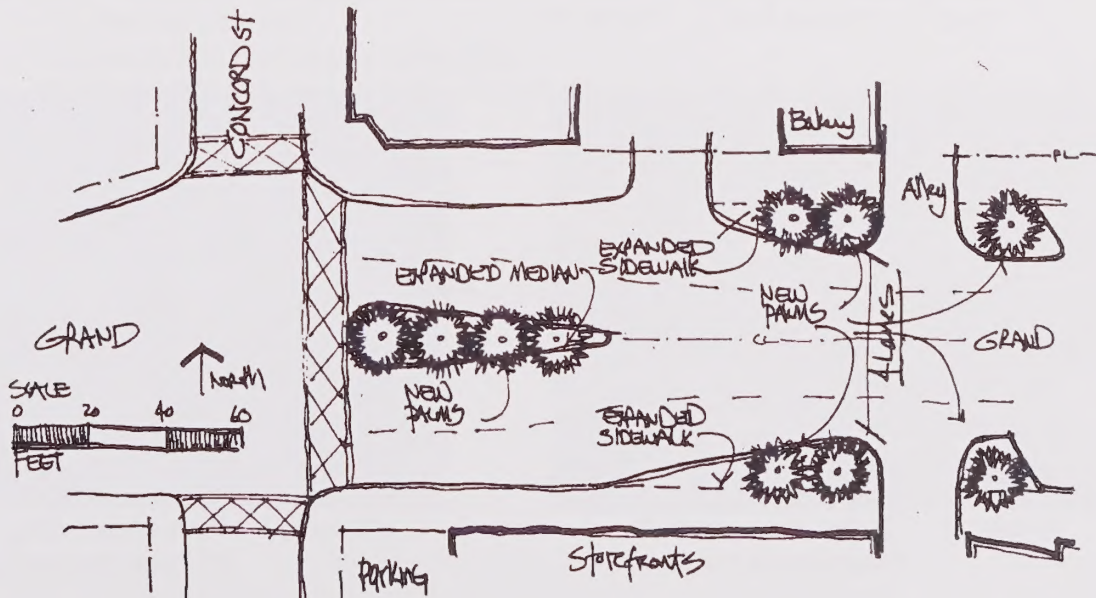


DIAGRAM 17

3. Main Street and Mariposa Avenue -

- a. The intersection of Main Street and Mariposa Avenue marks the northern entry into Downtown. To the north of the intersection are the stately El Segundo High School and the City's Public Library. (Diagram 18)

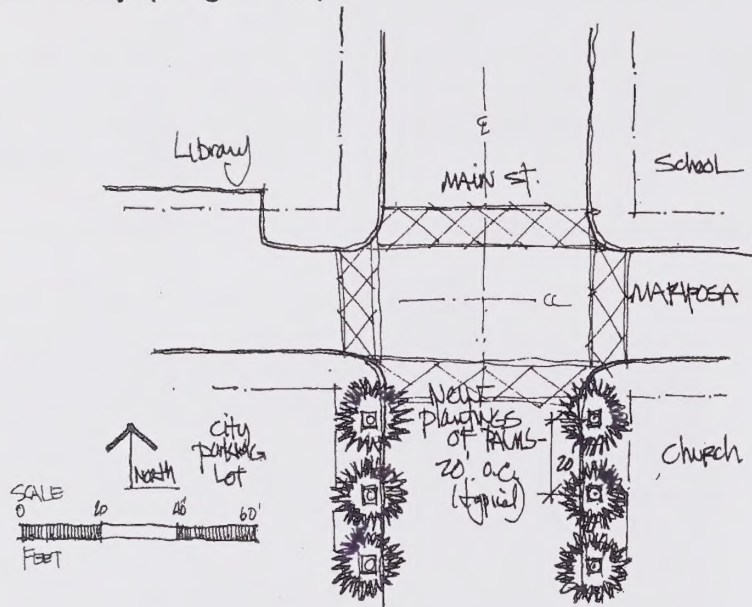


DIAGRAM 18

4. Grand Avenue and Eucalyptus Drive -

- a. The intersection of Grand Avenue and Eucalyptus Drive is the easterly transition into the Downtown. This area has large mature Ficus trees in the median which are proposed to remain at this time, which create an effective visual statement as an entry into the Downtown, so Palm trees are not proposed in this location. Other landscape treatments and entry signage could be used in this area to announce entry into the Downtown and create a cohesive theme. (Photo 36)



Photo 36 – Grand Avenue and Eucalyptus Drive



Photo 37 – Pursell building - Corner treatment

5. Site Planning -

a. Corner Treatments:

Buildings on corners form the walls of the intersection. The best example of how this is done in the City of El Segundo is the Pursell Building on the corner of Main Street and Grand Avenue. This structure was specifically designed as an important building on the most important corner in Downtown El Segundo. The building salutes the corner with its tower and diagonal entrance. Standards include:

i) Corner Buildings - (Photo 37)

- aa. Corner buildings shall be a minimum of two stories in height and be topped with an integral tower or cutout at the primary corner. (S)
- bb. Entry to the corner building shall orient to the corner. (S)
- cc. The building mass on the long sides of corner buildings is to be articulated into a series of 25-30 foot modules of retail space along the street face. The modulation is to extend to the upper floors as well. (S)
- dd. The buildings are to comply with all other standards, as specified within the district in which they are located. (C)

ii) Landscaping -

- aa. At least three *Washingtonia* palms (*Washingtonia filifera*) or similar tall vertical Palm trees, should be located at each corner of the entry point intersections (Main/Grand, Concord/Grand, and Main/Mariposa). (S)
- bb. Street trees of the intersecting streets should be incorporated into the outer edge of the intersection design. (S)
- cc. Special flowering or decorative trees should be located at the intersection in lieu of the regular street trees. (S)
- dd. Low shrubs, ground covers, and colorful annual flowers are encouraged at the intersection. (S)

iii) Street Paving -

- aa. Pedestrian crossings should be constructed of a contrasting material or color of the same paving material. (S)
- bb. Pedestrian crossings should have a relatively small-grained texture. (S)
- cc. Pedestrian crossings should be integrally designed with the rest of the intersection. (S)

iv) Sidewalks and Pedestrian Amenities -

- aa. Sidewalk/curb extensions should be provided at the four corners of the intersection. (S)
- bb. Please see "Street Configuration - Curb Extensions" for the Main Street District for additional guidelines. (C)

v) Signage -

- aa. Unique entryway signage should be developed and placed strategically to announce gateways and attract pedestrians into the Downtown. (C)

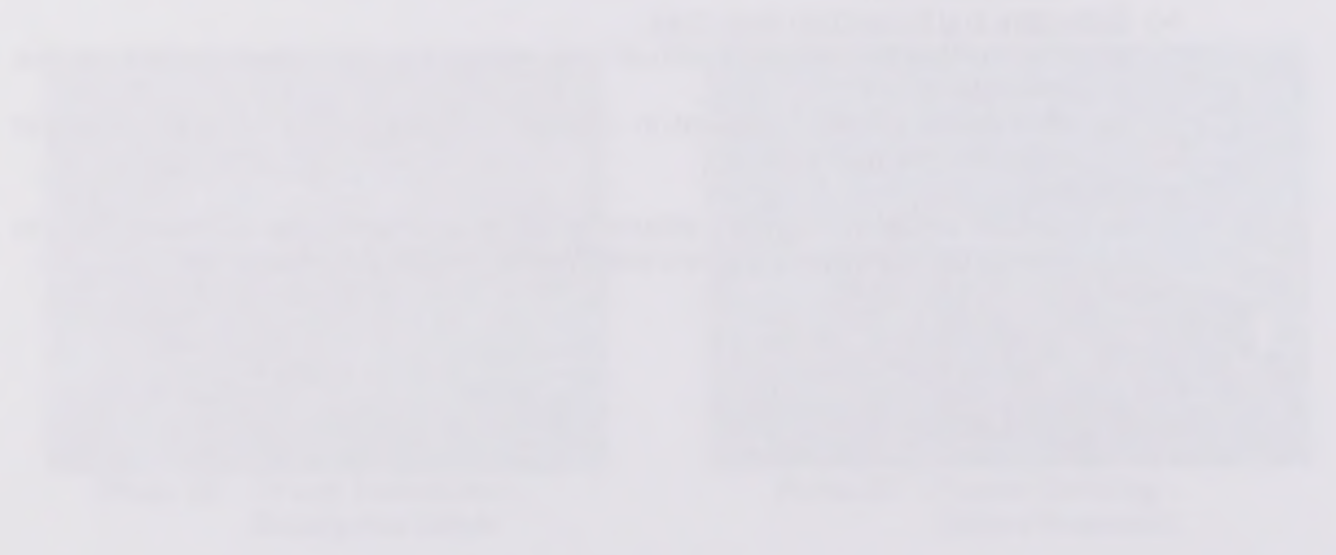
1. The first part of the report is a general introduction to the project. It describes the purpose of the study, the objectives, and the scope of the work. It also provides a brief overview of the methodology used in the study.

2. The second part of the report is a detailed description of the methodology used in the study. It includes a description of the data sources, the data collection methods, and the data analysis methods.

3. The third part of the report is a description of the results of the study. It includes a description of the data, the results of the data analysis, and the conclusions drawn from the results.

4. The fourth part of the report is a discussion of the results of the study. It includes a discussion of the implications of the results, the limitations of the study, and the recommendations for future research.

5. The fifth part of the report is a conclusion. It summarizes the findings of the study and provides a final statement on the project.



IX. IMPLEMENTATION AND FINANCING

One of the goals of the Downtown Specific Plan is to set clear standards for the Downtown. Under these standards, merchants and property owners can proceed with improvements in a timely fashion and residents can feel comfortable about downtown development. Nevertheless, it is unrealistic to assume that standards, once set, can remain the same for all time. Since circumstances can change, it is important to monitor the Downtown's evolution over time.

The adoption and implementation of the Downtown Specific Plan can provide a major impetus for Downtown revitalization. However, most communities involved with Downtown revitalization have found that focusing on land use, circulation and design can be most effective when coupled with an additional emphasis on pedestrian-oriented streetscape improvements, event programming, historic preservation, marketing and promotion and the creation of vibrant public spaces. Such activities are strongly encouraged by the City to be undertaken by the local business community on a voluntary basis, with assistance from the City as necessary.

A. Business Improvement District - (300-500 Blocks Main Street)

A "Business Improvement District" (BID) is a method for assessing and collecting fees that can be used to fund various improvements and activities within the district. Generally, their potential roles are broad, including parking improvements, sidewalk cleaning, streetscape maintenance, streetscape improvements (i.e. street furniture, lighting, planting, etc.), promotional events, marketing and advertising, security patrols, public art, trash pick-up, landscaping, and other functions.

A BID can be a means of attracting businesses that maintain Downtown's economic vitality. The BID is one mechanism that can accomplish a whole host of activities associated with the Downtown, from funding to monitoring to organizing.

There are several legal forms of "Business Improvement Districts" available under California law. The most common are districts formed under the Parking and Business Improvement Area Law of 1989 (California Streets & Highways Code section 36500 *et seq.*) Business Improvement Areas (BIA) formed under the 1989 law impose a fee on the business license of the businesses operating within its area, and that fee is used to pay for the improvements and activities specified in the formation documents.

The 1989 law is also a recommended choice because it has survived challenge under Proposition 218. The 1989 law requires a great deal of public participation, which is another reason for its popularity.

The Council may begin the process by appointing an advisory board to make recommendations on the expenditures of the revenue raised by the assessment, the classification of businesses in the area, and on the method and basis of levying the assessment. Adoption of a resolution of intent to establish a BIA and then a noticed public hearing before the City Council is required. The Council must hear and consider all protests at the public hearing. If written protests are received from business owners who will pay 50 percent or more of the assessment, then the proceedings must be stopped, and no further action may be taken for one year.

After the BIA is approved, the Council may order changes in the proposed activities to be funded by the BIA, reduce the proposed assessment (not increase), and may remove (not add) territory from the BIA.

For each annual assessment, the advisory board produces a report recommending the expenditures and activities of the BIA for that year. The Council then passes a resolution of intention to levy the assessment, followed by another public hearing, after which the new years' assessments are levied.

A similar assessment procedure was added in 1994 (the Property and Business Improvement District Law of 1994 (PBID), (California Streets & Highways Code section 36600 *et seq.*), though this procedure makes the assessment upon real property and not upon the business itself. Because of that difference, assessments under the 1994 law should comply with Proposition 218, and so can be blocked by a majority of property owners.

A BID for Downtown is recommended to include the 300, 400, and 500 blocks of Main Street. The 300, 400 and 500 blocks each have 24, 36 and 36 twenty-five foot wide lots, respectively, for a total of 96 lots, not including the Civic Center and the City owned parking lots. There are approximately 32, 41, and 23 businesses within the 300, 400 and 500 blocks of Main Street, respectively, for a total of 96 businesses. The key roles initially for the BID are anticipated to include sidewalk cleaning, and streetscape improvements. It may include the construction and maintenance of a parking lot or structure, as required by the parking demand. It is estimated that sidewalk cleaning for the existing 12 foot wide sidewalks would cost approximately \$650-\$800 per block, if done one a month, for a total monthly cost of approximately \$1950-\$2400, for the 3 blocks. Sixteen foot wide sidewalks would cost approximately \$860-\$1060 per block, for a total monthly cost of approximately \$2580-\$3180. As the needs of the Downtown and the BID change, the scope of the roles of the BID could also change. It may be appropriate to create both a BIA and a PBID as the focus and roles of the two could differ and create a symbiotic relationship.

B. Streets and Streetscape

Modification and improvement of the existing streets and streetscape, particularly in the Main Street District, will greatly enhance the pedestrian environment in the Downtown. As the pedestrian atmosphere is enhanced, people tend to linger, stroll, and enjoy the area more, spending more time and dollars in the Downtown. The following identifies improvements suggested for the Downtown as specified within Section VIII, Design Standards of this document. The cost estimates provided are very preliminary, as none of the design work has begun.

1. Sidewalk widening/street narrowing- (300-400 Blocks Main Street)

Currently the sidewalks in the Main Street District are 12 feet in width, with 4-foot tree wells adjacent to the curb, leaving only 8 feet of sidewalk width in areas where there are trees. There are 7 foot wide parallel parking stalls and two 10-foot 6-inch driving lanes on each side of the street. The total right-of-way width is 80 feet, with a 56 feet of curb to curb width. This current configuration leaves little room for outdoor retail activities such as outdoor dining, art displays, and

sidewalk sales, or for pedestrians to stroll and enjoy the Downtown. Additionally, the excess street width tends to speed vehicles through the area instead of slowing them down and protecting the pedestrian environment. As these two blocks are the core of the Downtown, they are seen as the most critical in creating the desired pedestrian-oriented environment.

The proposed three-lane street configuration would widen the sidewalks to approximately 16.5 feet on each side. The existing parallel parking on each side of the street would be retained and two through driving lanes, one in each direction would be provided. Additionally, a center left-turn lane is key in order to avoid traffic congestion in the Downtown.

As an alternative, a two-lane configuration with angled parking on the west side and parallel parking on the east side, is proposed. Left-turn pockets, at the intersections only, could be provided due to the constraints of the right-of-way width. The sidewalks could be widened approximately 1.5 feet to 13.5 feet in width. In addition to the sidewalk widening, new colored stamped concrete decorative sidewalks and mid-block crosswalks or colored textured pavement accents are proposed. Approximately 8-10 on-street parking spaces would be lost with the three-lane configuration due to the dedicated right-turn only lanes at street intersections. Several more on-street parking spaces would be lost with the two-lane configuration.

Narrowing the street would also require reconstruction of the roadway, relocation of streetlights and fire hydrants, the relocation of traffic signals and loop detectors at the Grand and Holly Avenue intersections, and the installation of infrastructure (conduit) to accommodate future installation of modern high speed "bandwidth" and fiber optic cables. These modifications are seen as a permanent, Phase II approach, to creating a truly pedestrian-oriented environment in the core of the Downtown. A Phase I, short-term improvement plan for the 100-500 blocks of Main Street is discussed below.

Estimated Cost: \$776,000

Potential Funding Sources: General Fund (\$160,000 previously approved in 1999/2000 CIP budget, additional funding of \$320,000 could be reallocated from Civic Center Plaza budget- see discussion under Section C. of Implementation), Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

2. Street Modifications- (100-500 Blocks Main Street)

As a Phase I approach, the existing roadway from El Segundo Boulevard to Mariposa Avenue, or just the portion from Grand to Pine Avenues, with the existing 56 foot curb to curb width, could be re-stripped. The re-stripping could accommodate the same roadway configuration, as the Phase II permanent approach discussed above, but without the sidewalk widening and with slightly different lane widths. The street would be slurry sealed and re-stripped to provide a clean look.

A portion of these improvements have already been budgeted by the Public Works Department as part of a Citywide slurry seal project scheduled to begin in September, 2000, with the exception of the traffic signal loop detectors, the sandblasting and the design costs for the new three-lane configuration. The re-striping would maintain the existing 56-foot curb to curb width and 12 foot sidewalk widths, as a temporary measure to analyze traffic and pedestrian movements. It is anticipated that the re-striping will help to slow vehicular traffic, without causing congestion, while creating a safer environment for pedestrians.

The three-lane configuration re-striping would provide one through-lane in each direction, a center left-turn lane, and parallel parking on both sides of the street. As an alternative, a two-lane configuration with angled parking on the west side and parallel parking on the east side, is proposed. Left-turn pockets, at the intersections only, could be provided due to the constraints of the right-of-way width. Approximately 8-10 on-street parking spaces would be lost with the three-lane configuration due to the dedicated right-turn only lanes at the intersections. Several more on-street parking spaces would be lost with the two-lane configuration. A bike lane could be accommodated in the 100-200 blocks of Main Street connecting to the bike route on Grand Avenue.

Estimated cost: \$22,765 if completed with the current budgeted CIP project. \$44,265 if project is separated from the current CIP project scheduled to begin in September, 2000.

Funding Source: Gas Tax (previously approved in 1999/2000 CIP budget)

3. Street Modifications- (100-300 Blocks Richmond Street)

The only modification proposed for Richmond Street is the installation of infrastructure (conduit) to accommodate future installation of modern high speed "bandwidth" and fiber optic cables. Pacific Bell currently has fiber optic facilities in El Segundo Boulevard west to Whiting Street. The conduit on Richmond Street could tie in with these facilities or another provider if their facilities are located in proximity in the future. The conduit would provide expanded opportunities and encourage high tech offices and live/work uses.

Estimated Cost: \$184,200

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district.

4. Street Modifications- (100-200 Blocks West Grand Avenue)

Currently Grand Avenue has a right-of-way width of 100 feet with 10-foot sidewalks on both sides, two driving lanes on each side and parallel parking on both curb lanes. The center island is 18 feet in width with a 4-foot median as well as 7-foot wide parallel parking on both sides of the median. This right-of-way width is the largest in the City west of Sepulveda Boulevard, as it originally accommodated the red car rail lines. The existing center street parking is awkward and not pedestrian friendly.

The proposed modifications would maintain the existing 10-foot wide sidewalks, or potentially widen them to as much as 15 feet, and remove the central island and parking. The existing parallel parking adjacent to the curb would be removed and replaced with angled parking to partially make up for the removed center parking. It is anticipated that the number of parking spaces would be approximately the same as currently exist. Eliminating the center island parking and creating more parking immediately adjacent to the curb will help facilitate safe and convenient pedestrian access. Four driving lanes, two in each direction could then be accommodated. The proposal would entail removing the existing center island, replacing the island with street pavement, relocation of street lights, slurry sealing and re-striping the entire street. Widening the sidewalks to as much as 15 feet and/ or installing a center landscaped median would increase the cost estimate.

Estimated Cost: \$80,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

5. Streetscape improvements- (All Districts)

Currently there is a lack of pedestrian amenities in the Downtown. Additionally, the streetscape improvements that are provided have no continuity or consistency. The proposed improvements would provide high quality and consistent pedestrian amenities.

a. 300-400 Blocks Main Street-(600 and 450 feet in length, each block)

- Decorative street lights-10 and 8 per block (5 and 4 each side) 18 total- \$5000 each
\$90,000
- Benches-12 and 10 per block (6 and 5 each side) 22 total- \$500 each
\$11,000
- Trash receptacles, including accommodations for recyclable materials-12 and 10 per block (6 and 5 each side) 22 total- \$500 each
\$11,000
- Bike racks-6 and 4 per block (3 and 2 each side) 10 total- \$500 each
\$5000

Estimated Cost: \$117,000

b. 100-300 Blocks Richmond Street-(500, 335, and 600 feet in length, each block)

- Decorative street lights-8, 6 and 10 per block (4,3, and 5 each side) 24 total- \$5000 each
\$120,000

- Benches-10, 8 and 12 per block (5, 4 and 6 each side) 30 total- \$500 each
\$15,000
- Trash receptacles including accommodations for recyclable materials- 10, 8 and 12 per block (5, 4 and 6 each side) 30 total- \$500 each
\$15,000
- Bike racks-4, 4 and 6 per block (2, 2 and 3 each side) 14 total- \$500 each
\$7000

Estimated Cost: \$157,000

- c. 100, 200 and 500 Blocks Main Street-(500, 335, and 450 feet in length, each block)

No streetscape improvements are proposed in these blocks at this time, as they are transitional in nature. Future improvements are recommended to include the same type of amenities as detailed above, and costs would be comparable.

- d. 100 and 200 Blocks West Grand Avenue-(300 feet in length, each block)

- Decorative street lights- 6 per block (3 each side) 12 total- \$5000 each
\$60,000
- Benches- 8 per block (4 each side) 16 total- \$500 each
\$8,000
- Trash receptacles including accommodations for recyclable materials- 8 per block (4 each side) 16 total- \$500 each
\$8,000
- Bikeracks-4 per block (2 each side) 8 total- \$500 each
\$4000

Estimated Cost: \$80,000

Total Estimated Cost: \$354,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), BID, and/or other assessment district.

6. Street Trees-(All Districts)

Currently all of the streets in the Downtown are planted with Ficus trees. These trees were planted approximately 30 to 50 years ago and stand approximately 25 to 30 feet in height with trunks that are 1-3 feet in diameter.

These street trees are located in 3 to 4 foot square tree wells, generally immediately adjacent to the curb. Trees are currently planted approximately 40 feet on-center. In the past, the trees were pruned very heavily, maintaining their height to approximately 10-15 feet with a very small, dense canopy. Over the past several years the trees have been allowed to grow up and out and pruning has been limited to removing lower branches to raise the canopy and thinning the branches.

The Ficus tree is a rainforest tree that naturally has many large surface roots. As the canopy of the trees has been allowed to grow, the trunk diameter of the trees, as well as the surface roots, have grown, making the trees too large for the space that they are confined to. Additionally, some of the merchants in the Downtown have expressed concern that the large very dense trees are blocking signage and building architecture.

Due to all of these factors, and the fact that the street is proposed to be reconfigured in the 300 and 400 block of Main Street, it is recommended that the existing Ficus street trees be removed and replaced with more appropriate street trees. There will potentially be a tremendous visual impact when these mature trees are removed and, in order to minimize this impact, trees in the Downtown should be removed in phases and replaced with mature box size trees. In some areas, removal and replacement may occur at a later date.

Additionally, "structured soil" is recommended to be used to protect the health of the new trees and the new infrastructure. Structured soil is a well drained and aerated mixture of egg-sized granite quarry stone, clay loam soil, and hydrogel, a horticultural material that helps the soil adhere to the quarry stone. This unique soil structure composition enables optimum tree root and water penetration, allowing crucial oxygen, and nutrient delivery to the trees and optimal drainage. Structured soil has been specifically developed, tested, and designed for trees planted in sidewalks and areas with limited soil. Structured soil has been shown to decrease surface roots which cause the extensive damage described above. Trees are healthier, grow faster, stronger, and live longer with the ideal growing environment. Additionally, larger and faster growing tree species can be selected as street trees when structured soil is used, which enhances the aesthetics of the streetscape more quickly and gives more options for the types of trees that can be used. A larger area than is typical must be excavated (approximately 10 feet wide by 2 feet deep for the entire block) to accommodate the structured soil.

An irrigation system would also be recommended to ensure that the new street trees, as well as other landscaped areas, receive regular and adequate water which is particularly important during the first few years when the landscaping is becoming established. Reclaimed water could be utilized, as there is an existing reclaimed water main in the 300-500 blocks of Eucalyptus Drive and in Mariposa Avenue between Eucalyptus Drive and Virginia Street. Reclaimed water has been used successfully in both Library and Recreation Parks, and all nursery grown plant material is required to be irrigated with reclaimed water so the new plant material would be accustomed to reclaimed water. Decorative tree grates are also recommended to protect the trees and provide an attractive environment.

a. 300-400 Blocks Main Street-(600 and 450 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48- inch box trees with decorative metal tree grates- 40 and 30 per block (20 and 15 each side) 70 total-\$2,100 each
\$147,000
- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block (889 cy+667 cy = 1556 cy) - \$70 per cubic yard.
\$108,897
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot- (2100 feet total)
\$126,000
- Water main connection with backflow device and irrigation controller with electrical service-\$7000 each- 1 per block (2 blocks)
\$14,000

Estimated Cost: \$395,897

b. 100-300 Blocks Richmond Street-(500, 335, and 600 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48- inch box trees with decorative metal tree grates- 34, 22 and 40 per block (17, 11 and 20 each side) 96 total-\$2,100 each. 36-inch box trees- \$1,400 each. 24-inch box \$850 each.
\$81,600-(24-inch box)
\$134,400-(36-inch box)
\$201,600-(48-inch box)
- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block- \$70 per cubic yard (740 cy+496 cy+889 cy = 2125 cy)
\$148,750
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot- (2,870 feet total)
\$172,200

- Water main connection with backflow device and irrigation controller with electrical service-\$7,000 each- 1 per block (3 blocks)
\$21,000

**Estimated Cost: \$423,550-(24-inch box trees)
\$476,350-(36-inch box trees)
\$543,550-(48-inch box trees)**

c. 100, 200 and 500 Blocks Main Street-(500, 335, and 450 feet in length, each block)

- Removal and replacement of existing street trees at an average of 40 feet on-center with 48- inch box trees with decorative metal tree grates- 26, 16 and 22 per block (13, 8 and 11 each side) 64 total-\$2,100 each. 36-inch box trees- \$1,400 each. 24-inch box \$850 each.
\$54,400-(24-inch box)
\$89,600-(36-inch box)
\$134,400-(48-inch box)
- Excavation and disposal of existing soil and installation and compaction of structured soil 10 foot wide by 2 foot deep strip, entire length of block- \$70 per cubic yard (740 cy+496 cy+667 cy = 1903 cy).
\$133,210
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot- (2570 feet total)
\$154,200
- Water main connection with backflow device and irrigation controller with electrical service-\$7000 each- 1 per block (3 blocks)
\$21,000

**Estimated Cost: \$362,810-(24-inch box trees)
\$398,010-(36-inch box trees)
\$442,810-(48-inch box trees)**

d. 100 and 200 Blocks West Grand Avenue-(300 feet in length, each block)

- Removal and replacement of existing street trees at an average of 30 feet on-center with 48- inch box trees with decorative metal tree grates- 20 per block (10 each side) 40 total-\$2,100 each. 36-inch box trees- \$1,400 each. 24-inch box \$850 each.
\$34,000-(24-inch box)
\$56,000-(36-inch box)
\$84,000-(48-inch box)

- Excavation and disposal of existing soil, and installation and compaction of structured soil. 10 foot wide by 2 foot deep strip, entire length of block (888 cy) \$70 per cubic yard
\$62,160
- Irrigation including main, remote control valves, sprinkler heads, and lateral connections on both sides of the block-\$60 per foot- (1,200 feet total)
\$72,000
- Water main connection with backflow device and irrigation controller with electrical service-\$7000 each- 1 per block (2 blocks)
\$14,000

**Estimated Cost: \$182,100-(24-inch box trees)
\$204,100-(36-inch box trees)
\$232,100-(48-inch box trees)**

**Total Estimated Cost: \$1,364,357(24-inch box trees- except 48-inch in Main Street District)
\$1,474,357 (36-inch box trees- except 48-inch in Main Street District)
\$1,614,357 (48-inch box trees)**

Potential Funding Sources: General Fund (\$100,000 previously approved in 1999/2000 CIP budget for City-wide Street Tree Master Plan Tree Replacement), Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district.

The following photographs and descriptions are examples of the types of open canopy trees that may be appropriate as street trees.

Ginkgo biloba

(Maidenhair Tree)

Ginkgoaceae (Ginkgo family)

Origin: Eastern China

Species characteristics:

Form – Deciduous. Slow growing, long lived tree. Erratic growth, sometimes asymmetrical, when young. Shape variable in maturity with height to 60', and occasionally more, and spread 20 – 40'.

Trunk –Bark is light gray, turning darker and furrowed with age.

Foliage – Leaves are leather, light green, broad fan shaped 1 – 4" wide, turning golden in the fall. Persistent golden foliage then drops to form a golden carpet beneath the tree. Two-lobed leaves are shaped like those of Maidenhair Fern.

Cultivars – Specify male grafted or male cutting stock, as female tree produces large quantities of messy, foul smelling fruits. All cultivars are grafted male trees and should be used when uniformity is desired. 'Autumn Gold' is upright, evenly broad shaped. 'Fairmont' is slow growing to 45', with a moderately pyramidal crown. 'Princeton Sentry' has narrow growth form and a straight trunk. 'Lakeview' grows slowly to 45' and is narrowly pyramidal. 'Saratoga' is smaller than others and densely pyramidal. 'Shangri La' has a compact growth habit, dense, full crown and more rapid growth than most Ginkgos, has brilliant yellow leaves under most fall conditions.

No significant pest problems.

Site suitability:

Sunset zones – 1 – 24, 12 and 14 – 24.

Clearances – Suitable for 5 – 6' parkways or 5 x 5' cutouts

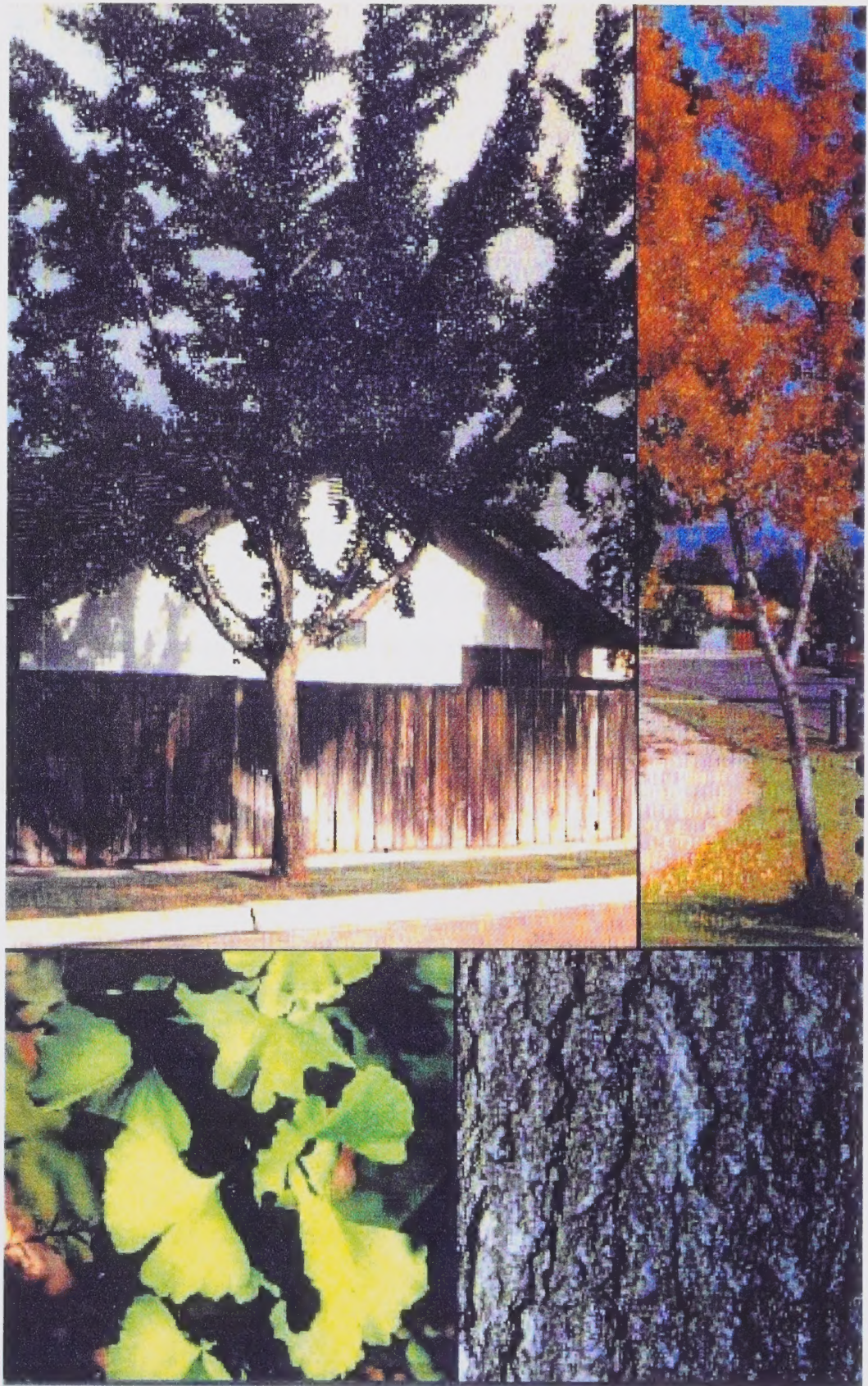
Good for streetsides, medians, parks and lawns.

Culture considerations:

Tolerant to all soils, air pollution, high wind and drought. Maximum growth in well-drained soils.

Comments:

A grove is being successfully grown in a patio area at Kubota in Torrance, which has similar climate and conditions to Downtown El Segundo. There is also a Ginkgo at 811 Hillcrest.



Ginkgo biloba
(Maidenhair Tree)

Tabebuia chysotricha

(Golden Trumpet Tree)

Bignoniaceae (Bignonia family)

Origin: Argentina and Brazil

Species characteristics:

Form – Deciduous, or partially deciduous, just before late winter blooming. Fast in juvenile stages, later becoming a moderate growing small tree to 25' and almost as wide. Rounded and spreading, becoming graceful with age.

Trunk – Straight, smooth with light gray bark.

Foliage – Leaves are palmately compound. The five leaflets are smooth and shiny olive green on both surfaces. The lance shaped leaflets are 2–4" long by 1-2" wide with prominent veins, covered with tawny fuzz.

Flowers/fruits – Very showy, trumpet shaped golden yellow flowers with a maroon stripe in the throat, 3-4" long by 2" wide, are borne in rounded clusters in early spring, while briefly out of leaf. Blooms lightly at other times. Flowers become larger and more profuse as tree matures. Heavier flowering occurs in warmer areas. Foot long, hanging seed pods follow flowers and persist into winter.

No significant pest problems.

Site suitability:

Sunset zones – 15, 16, 20 – 24 and warmer 12 and 13.

Clearances – Suitable for 5 – 6' parkways or 5 x 5' cutouts and under utility lines.

Good for streetsides, medians, parks and lawns.

Culture considerations:

Prefers well drained soils, especially sandy loam. Drought tolerant when mature.

Comments:

The City of Fullerton uses *Tabebuia avellanedae*, the Pink Trumpet Tree, in their Downtown on Harbor Boulevard.

GOLDEN TRUMPET TREE

Tabebuia chrysotricha



Tabebuia chrysotricha
(Yellow Trumpet Tree)

Platanus acerifolia

(London Plane Tree)

Platanaceae (Plane Tree family)

Origin: England

Species characteristics:

Form – Deciduous. Formal, moderate to fast growing to 60' with 30 – 40' spread. Broad open crown of spreading to slightly drooping branches and coarse foliage.

Trunk – Straight and stout. Variable bark, smooth in youth, becoming patch and shedding with age to reveal smooth cream colored bark along upper trunk and larger limbs.

Foliage – Glossy, 5 – 7" long, 4 – 10" wide, lobed maple-like leaves, which are bright green above and light green with wooly hair along raised veins beneath.

Flowers/fruit – Inconspicuous spring flowers, male and female on separate twigs. Brown, ball-like bristly seed clusters hang singly or in strings of 2 (rarely 3) on pendent stalks throughout the winter.

Cultivars – 'Bloodgood' has some resistance to anthracnose. 'Yarwood' is somewhat resistant to powdery mildew.

Significant pest problems are anthracnose, powdery mildew, and spider mites.

Site suitability:

Sunset zones – 2 – 24.

Clearances – Suitable for 8 – 12' parkways or 10 – 20' medians.

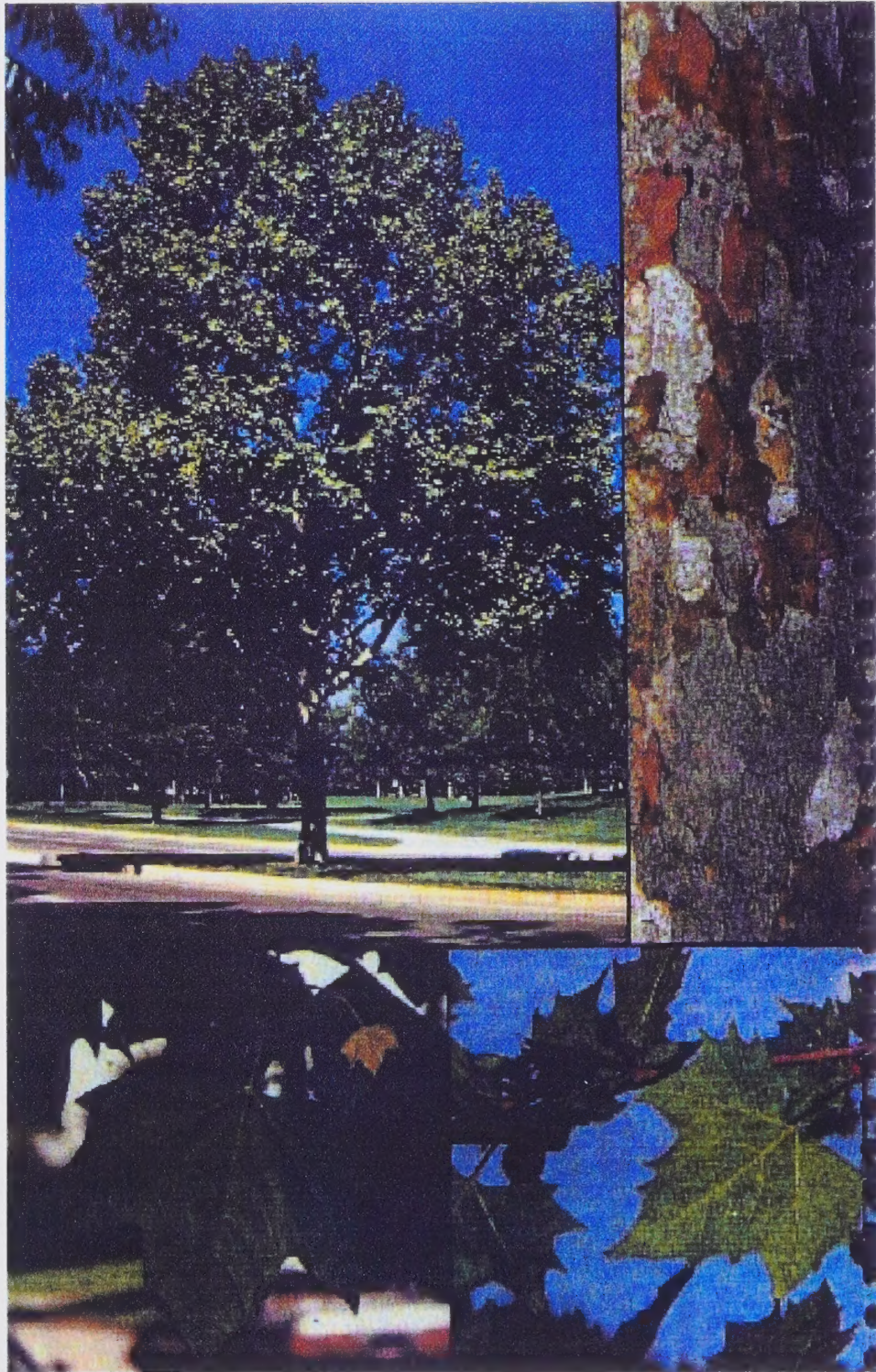
Good for streetsides, medians, parks and lawns.

Culture considerations:

Drought tolerant, but better with some deep watering in summer. Tolerates most soils, smog, soot, dust and reflected heat. Need to dispose of dead leaves and twigs since anthracnose can overwinter on them.

Comments:

There is one London Plane Tree in Library Park off of Palm Avenue in the turf, near the sidewalk by the parking lot that divides the school and the park.



Platanus acerifolia
(London Plane Tree)

***Fraxinus oxycarpa* 'Raywood'**

(Raywood Ash)

oleaceae (Olive family)

Origin: Arizona

Species characteristics:

Form – Deciduous. Fast growth to 35', with a 30' spread and a compact, rounded crown.

Trunk – Rough, whitish bark.

Foliage – Pinnately compound leaves, 4 – 8" long with 5 – 7 glossy, medium green leaflets, 1 ½ - 2 ½" long and 1" wide with irregularly toothed margins. Usually fine hairs on underside and on each leaf stalk. Purple red fall color.

Significant pest problems are mistletoe, powdery mildew, anthracnose, Verticillium wilt, aphid, whitefly, soft and armored scales.

Site suitability:

Sunset zones – 3 – 9, 14 – 24.

Clearances – Suitable for 8 – 12' parkways or 10 – 20' medians.

Good for streetsides, medians, parks and lawns.

Culture considerations:

Tolerant of saline and alkaline soils.

Comments:

A similar Ash, but much larger variety, is located in center field at Stevenson Field in Recreation Park.

RAYWOOD ASH

Fraxinus o. 'Raywood'



Fraxinus oxycarpa 'Raywood'
(Raywood Ash)

7. Planters at curb-extensions/mid-block crosswalks - (300 - 400 Blocks Main Street)

Curb-extensions into the streets at key intersections and at mid-block crosswalks also add to the pedestrian-friendly atmosphere by creating interesting nodes with landscaping, benches, and other pedestrian amenities where pedestrians can stop briefly and enjoy their Downtown. Extensions create a pedestrian safe zone, advising motorists that the pedestrian takes priority in the area. The extensions narrow the crosswalk length by bringing these amenities out into the street to the end of the on-street parallel parking, thereby not affecting vehicular circulation. These improvements are appropriate in the Main Street District where the street is proposed to be narrowed. The cost for raised planters and/or enhanced landscaping in these areas is detailed in this section. Other pedestrian amenities are included in the costs detailed in Section 3- Streetscape improvements.

Locations include:

- Main Street and Grand Avenue- 2
- Main Street and Civic Center Plaza- 4 (Optional, Mid-block crosswalks)
- Main Street and Holly Avenue-4
- Main Street and Pine Avenue-2

\$5000 per location-8 to 12 locations

Estimated Cost: \$40,000 to \$60,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

8. Gateway landscaping and signage-(Various locations)

Gateways mark the passageway into or out of the Downtown. These key entry points should provide tall vertical elements to emphasize their importance and street level landscaping should be rich in color and detail to create vibrant entry focal points. Palm trees and entry signage is proposed in these locations to mark these entryways. Entry signage only is proposed near the intersection of Grand Avenue and Eucalyptus Drive as the existing large mature Ficus trees in the median create an entry statement and they are proposed to remain at this time.

Locations include:

- Main Street and Grand Avenue
- Concord Street and Grand Avenue
- Main Street and Mariposa Avenue
- Grand Avenue and Eucalyptus Drive

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\$20,000 per location-3 locations
\$5,000- entry signage only-1 location

Estimated Cost: \$ 65,000

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval)
BID, and/or other assessment district

The following photographs and descriptions are examples of the types of Palm trees that may be appropriate as entry gateway statements.

Palm - Pinnate palm - Generally having medium sized, moderate to fine green, up to 20' long x 1/2" to 3/4" wide feathery fronds.

Trunk - Smooth and straight and single. Trunk are found in black, white, grey, yellow, red, and orange. Fronds are found in light and dark green.

Foliage - They are green, medium to large, with narrow, pointed to a rounded point, and have a rounded apex. Fronds 10 - 12' long and 1/2" to 3/4" wide.

Flowers - They are in small, green, and yellow hanging clusters of green, white, and yellow. Fronds have a long and thin shape before falling.

Keyhole palm - They are green and have a long and thin shape before falling.

Site location:

Trunk - 10 - 12', 12 - 14', and 14 - 16'

Canopies - 10 - 12' x 12' to 14' x 14' to 16' x 16'

Good for landscaping, medium, small and large with green foliage.

Culture/Community:

Orange palm - 10 - 12' x 12' to 14' x 14' to 16' x 16' - They are green and have a long and thin shape before falling. Fronds have a long and thin shape before falling.

Comments:

The palm may be found in front of the Grand Tropical Convention Center, at the Grand Tropical Convention Center and the Grand Tropical Convention Center.

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Arecastrum romanzoffianum

(Queen Palm)

Areaceae (Palmae) (Palm family)

Origin: Brazil

Species characteristics:

Form – Feather palm. Gracefully arching, medium sized, moderate to fast growth, to 50' with a spread of 20'. More feathery than King Palm.

Trunk – Smooth and exceptionally straight. Scars are formed on trunk when frond sheaths drop, resulting in bands of light and dark gray.

Foliage – Many soft, gray-green graceful arching fronds, with blades attached to a central midrib, are borne in staggered whorls. Fronds, 10 – 15' long are sparse and open.

Flowers/fruits – Small cream to yellow flowers turn into showy hanging clusters of green dates on 3' stalks. Fruits ripen in June and turn orange before falling.

Significant pest problem is pink bud rot.

Site suitability:

Sunset zones – 12, 13, 15 – 17, and 19 – 24.

Clearances – Suitable for 2 – 3' parkways or 3 x 3' cutouts.

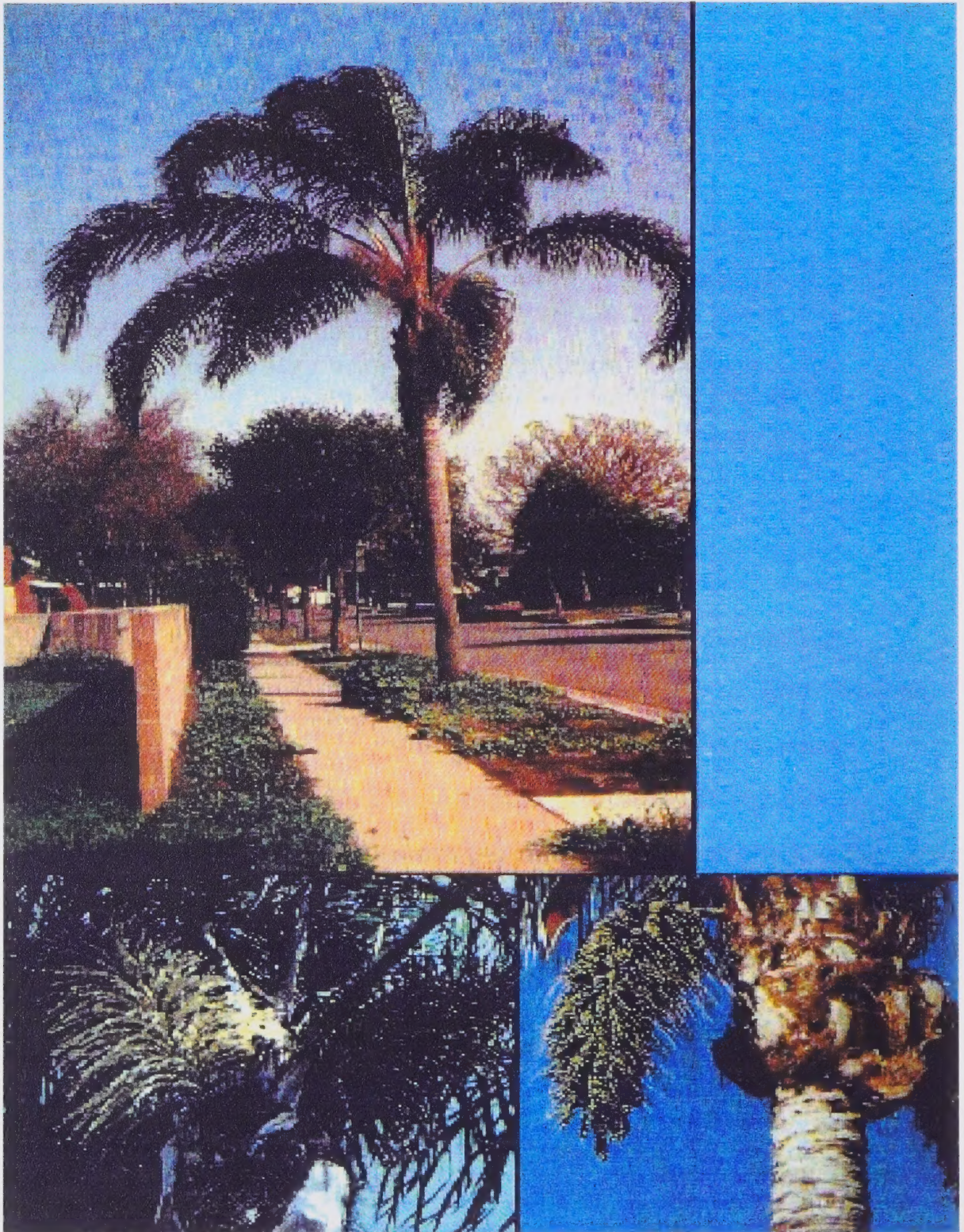
Good for streetsides, medians, parks and lawns and group plantings.

Culture considerations:

Drought tolerant, but responds to water and fertilizer in well drained soil. Tolerant of smog and seacoast exposure. Fronds subject to breakage in high winds. Fruit litter problems.

Comments:

The palms may be found in front of the Grand Tropez condominium complex on Grand Avenue between Center and Kansas Streets.



Arecastrum romanzoffianum
(Queen Palm)

Archontophoenix cunninghamiana

(King Palm)

Arecaceae (Palmae) (Palm family)

Origin: Australia

Species characteristics:

Form – Feather palm. Moderate growth rate to 30 – 40' with a 10 – 20' spread. More formal looking than Queen Palm. Handsome and stately.

Trunk – Dead fronds shed cleanly, leaving a smooth gray trunk at maturity, with a smooth green shaft at the base of the fronds.

Foliage – The feathery fronds on mature trees are 8 – 10' long green above and gray beneath.

Flowers/fruits – Prominent clusters of lavender flowers are bunched at the base of the crownshaft during spring and early summer, followed by colorful groups of small, waxy bright red fruits that are 3/8" long.

No significant pest problems.

Site suitability:

Sunset zones – 21 – 24.

Clearances – Suitable for 2 – 3' parkways or 3 x 3' cutouts.

Good for streetsides, medians, parks and lawns. Excellent for group planting.

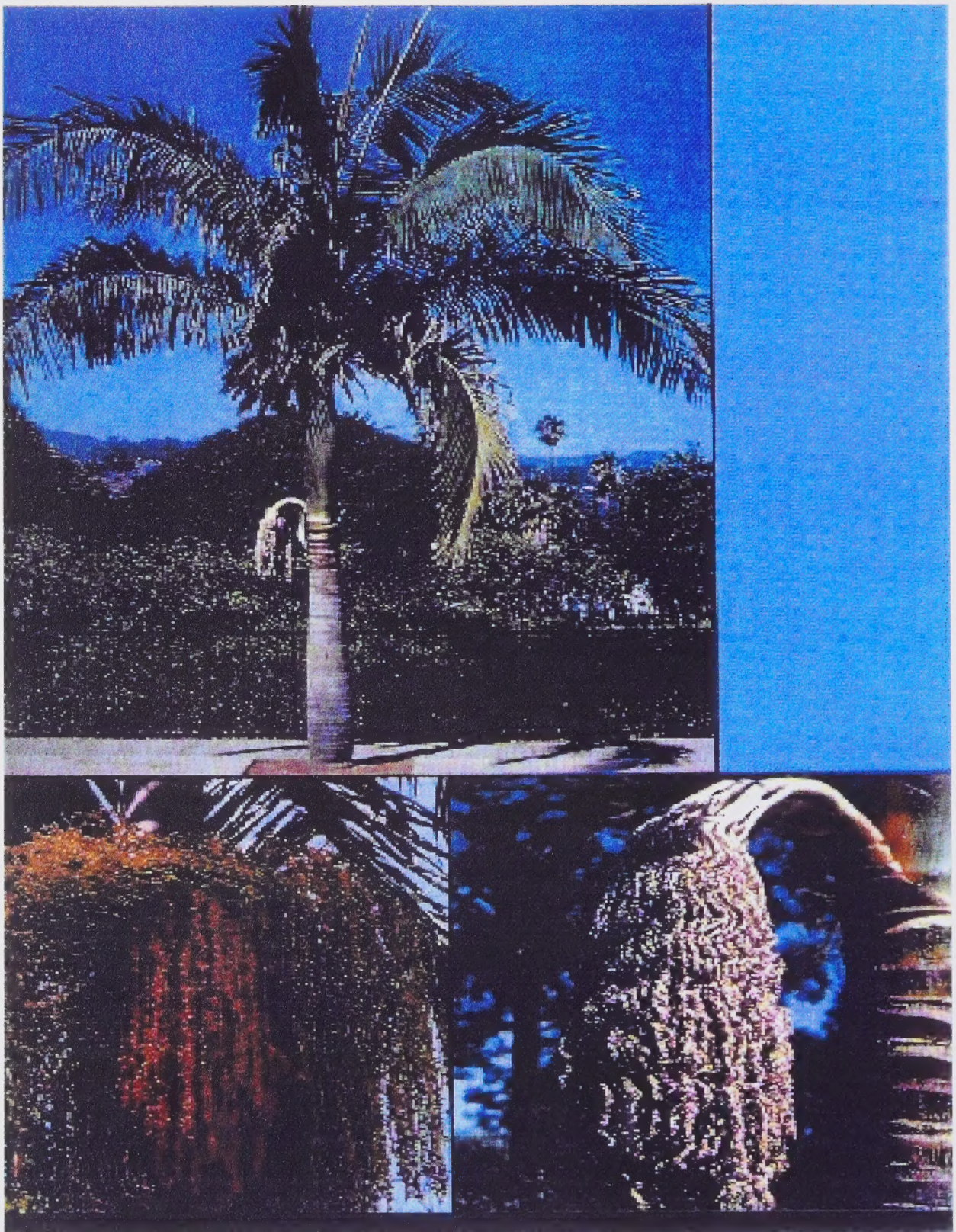
Culture considerations:

Avoid planting where future watering cannot be assured or in frost areas.

Tolerates sun from an early age, as well as shade, and can grow for many years grouped under tall trees.

Comments:

The main (northern) entrance to the Manhattan Village on Sepulveda Boulevard has multi-trunk King Palms in the median.



Archontophoenix cunninghamiana
(King Palm)

Washington filifera

(California Fan Palm)

Arecaceae (Palmae) (Palm family)

Origin: Southern California, Mexico

Species characteristics:

Form – Fan Palm. Very fast growing to 50', slender, erect.

Trunk – Brown frond stalks remain for many years, forming a skirt of thatch. When pruned, frond stalk bases form a distinctive series of vees along the whole trunk. When the lower portion drops off with age, the clean trunk is smooth and gray.

Foliage – Has deep glossy fronds with a saw tooth stalk and a reddish streak on lower sides. Long-stalked leaves stand well apart in open crown. As leaves mature, they bend down to form a petticoat of thatch which develops in straight lines, tapering inward toward trunk at lowest point of petticoat.

Flowers/fruits – Flowers are small, white to cream white, 1/4" in size, growing on long stalks in clusters 2 – 3' long. A mature tree will produce many purplish blue fleshy fruits, each containing a 1/8" black seed.

No significant pest problems.

Site suitability:

Sunset zones – 8, 9, 11 – 24, and the warmer parts of 10.

Clearances – Suitable for 2 – 3' parkways or 3 x 3' cutouts.

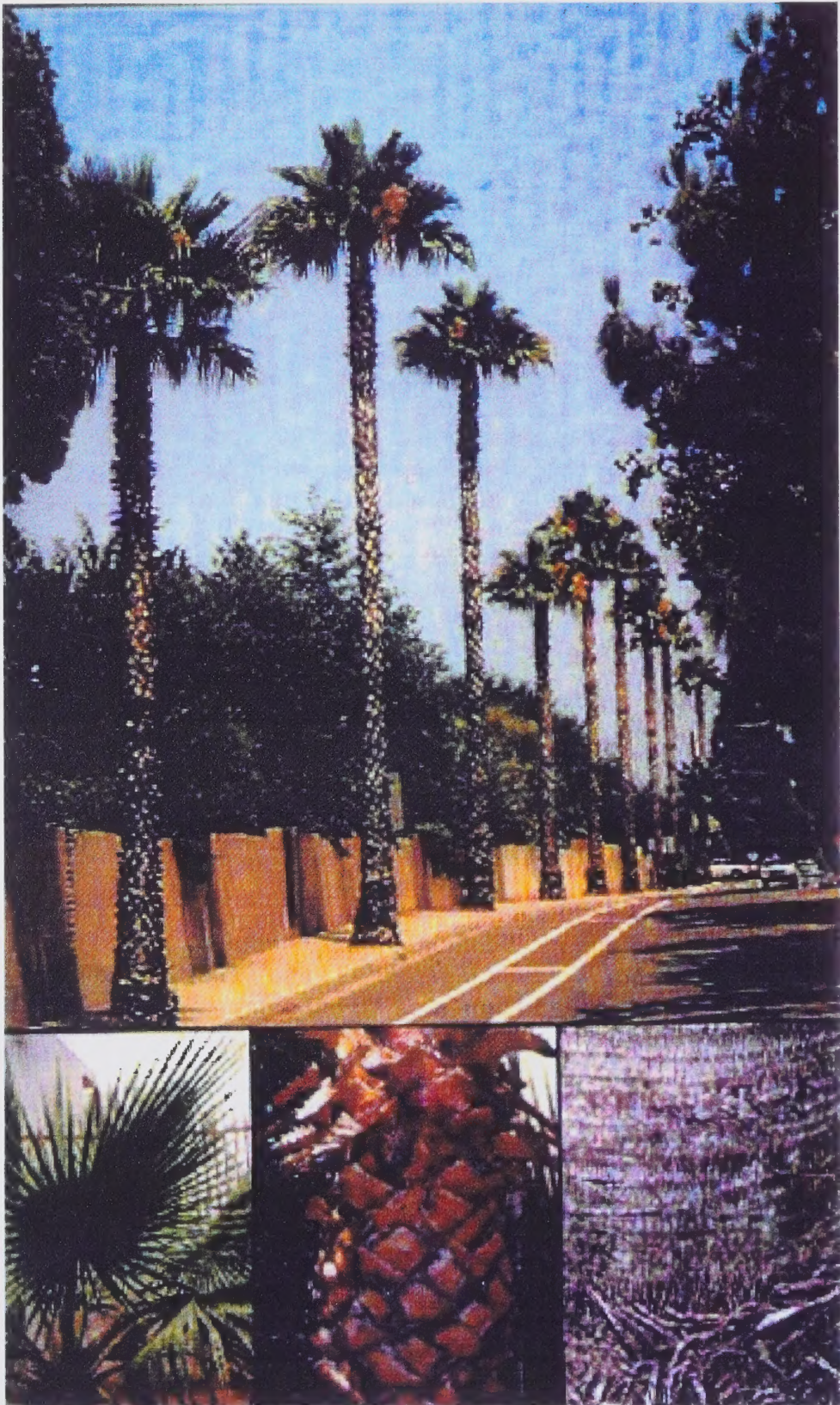
Good for streetsides, medians, parks and lawns as groups and accent trees.

Culture considerations:

The many fruits and self seeding can be a nuisance. Tolerates coastal exposure, drought and poor soils; however, will do best in inland areas with heat.

Comments, notes:

This is the native California fan palm found in the canyons in Palm Springs. The trunk is more stout and the overall tree height is much shorter than the commonly used *Washingtonia robusta* – Mexican Fan Palm. (The photograph is the Mexican Fan Palm.)



Washington filifera
(California Fan Palm)

Note: This photograph shows *Washingtonia robusta* (Mexican Fan Palm), which is taller with a thinner trunk than the California Fan Palm.

9. "Twinkle" lights- (300 and 400 Blocks of Main Street)

"Twinkle" or other seasonal lights have been used very successfully in other downtown's to create an exciting atmosphere. Permanent lights using underground utilities, electrical outlets and transformer at each tree location, grounded outlets, weatherproof enclosures, GFCI circuits, and automatic on-off switching devices would be necessary to conform to Uniform Code requirements and for safety and durability. The necessary electrical service could be installed at the same time as the street improvements and the new street trees so that there would be minimal disruption. As an option, a cost estimate has been provided for lighting the existing street trees. The electrical outlets could also be used to service the lighting and other electrical needs of the farmers market, and other Downtown events.

Additionally, the lights will require on-going maintenance costs including replacement of burned out bulbs, adjustments of the lights as the trees grow, and replacement of other worn parts. Additionally, with the coastal environment it is expected that the strings of lights will need to be totally replaced approximately every 10 years.

Existing street trees-40 existing street trees-\$3000 to \$3700 each tree.

Estimated installation cost: \$120,000 to \$148,000

Estimated annual maintenance cost: \$8720- (\$218 per tree)

New street trees- After removal of existing street trees. Street trees at an average of 30 feet on-center with lights for each tree - 40 and 30 trees per block (20 and 15 each side) 70 total-\$3000 to \$3700 each tree

Estimated installation cost: \$210,000 to \$259,000

Estimated annual maintenance cost: \$15,260- (\$218 per tree)

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval) BID, and/or other assessment district

10. Parking structure or lot-(Holly Avenue- 100 east Block, east of Main Street to the alley or southeast corner of Holly Avenue and Standard Street)

A two-level parking structure to accommodate approximately 70 parking stalls could potentially be located on Holly Avenue, east of Main Street. The structure could start at Main Street and be located in the Holly Avenue right-of-way and in the landscaped area north of the City Hall building on the City Hall property. The structure could extend east to the alley. Holly Avenue could be closed to street traffic in this area, but vehicular access to Holly Avenue east of the alley and to the alley could remain open. To accommodate 70 stalls, an area of approximately 100 feet by 140 feet would be required, 400 square feet per stall. Due to the constraints of such a small site, the cost for construction of a small structure would be approximately \$30,000 to \$40,000 per stall.

Another option could be to double-deck the existing City surface parking lot at the southeast corner of Holly Avenue and Standard Street. This lot has a significant grade change in that the alley on the east side of the lot is approximately 8 feet lower than the elevation on the west side of the lot abutting Standard Street. Access to an upper level open deck could be gained from Standard Street, while a semi-subterranean level could be accessed from the alley. This surface lot currently has 33 parking spaces. Double-decking would lose spaces in the circulation but gain in the additional level. Approximately 70 total spaces could be accommodated on the existing 100' by 140' lot. Again, due to the site constraints, the parking would cost approximately \$30,000 to \$40,000 per stall. If the portion of Standard Street between the existing surface parking lot and the surface lot on the west side of Standard Street which services City vehicles were closed, additional spaces could be accommodated.

The City's traffic engineer states in the Parking Demand Management section of the Specific Plan that currently there is adequate parking in the Downtown, and the potential construction of a parking structure or lot is seen as a long-term parking solution. A structure or lot would only need to be constructed when there is a demand for additional parking spaces, such as when there is construction of new square footage and/or a change in the mix of land uses in the area which increases the parking demand.

If a parking district, BID or other mechanism is established to collect parking fees, a fee "nexus" study would potentially be required (in accordance with AB 1600). In-lieu fees could be collected for the long-term construction of a lot or structure, and as an intermediate level solution, portions of the fees could be used for re-stripping and signage. These intermediate measures would consolidate and create more efficient parking. When there is a need, a lot or structure could then be constructed with the balance of the in-lieu fees. If there is no need for a new lot or structure after a certain time frame then the in-lieu fees would be refunded.

Total: \$2,100,000 to \$2,800,000

Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), in-lieu fees, BID, Parking District, and/or other assessment district.

11. One-way street- (Holly Avenue-100 east Block, one-way eastbound and Pine Avenue- 100 east Block, one-way westbound)

Another option to increase available parking within the Downtown area would be to re-stripe existing two-way streets to one-way. The 100 block of east Holly Avenue is already striped with angled parking spaces on a portion of the south side of the block. The north side of the street is striped with parallel spaces. If the street were re-striped as one-way eastbound from Main to Standard Street approximately 6 extra on-street parking spaces could be accommodated, on the north and south sides of the street.

The City's traffic consultant suggested that one-way streets should be designed as couplets to improve traffic flow. A couplet would involve installing two one-way streets, one eastbound and one westbound. The streets should be located in close proximity to each other.

The westbound street could be accommodated on Pine Avenue, one block north of Holly Avenue. This street could be re-striped as one-way westbound with angled parking on one side of the street. Pine Avenue is a narrow street and currently accommodates two-way traffic with parking on only the north side of the street due to the narrow street width. A one-way westbound street from Main Street to Standard Street would complete the one-way couplet. Angled parking could still only be accommodated on one only side of the street due to its narrowness, and approximately 4 extra on-street parking spaces could be provided.

The conversion to one-way streets would require traffic signal modifications at the Holly Avenue and Main Street intersection, signage and pavement marking modifications at the Pine Avenue and Main Street stop sign and re-stripping and signage for both streets. No curb or sidewalk modifications are anticipated or budgeted.

The City's traffic engineer states in the Parking Demand Management section of the Specific Plan that currently there is adequate parking in the Downtown, and the potential construction of one-way streets is seen as a mid-term parking solution. A one-way street configuration would only need to be constructed when there is a demand for additional parking spaces, such as when there is construction of new square footage and/or a change in the mix of land uses in the area which increases the parking demand. As discussed above, in-lieu fees could be used to finance these improvements.

Estimated Cost: \$16,500

Potential Funding Sources: General Fund, Gas Tax, Prop C (with MTA approval), in-lieu fees, BID, Parking District, and/or other assessment district

C. Civic Center Plaza

The Civic Center Plaza is a focal point for the Downtown, providing the opportunity for a vibrant public gathering spot. In recognition of the importance of this area, in December of 1998, the City Council considered an Action Plan to implement portions of the original Downtown Task Force's recommendations, which included renovation of the Downtown Civic Center Plaza. In January of 1999 the City staff returned to the Council and identified a more detailed action plan and funding sources for the improvements, which the Council subsequently approved. In May of 1999, the City hosted a design charette in an effort to maximize creativity and public participation in the redesign of the Plaza. A project coordinator was retained and facilitated the design competition between three firms. A design fair was held and the public was invited to review and voice their opinions on the three conceptual designs. The Council also held several public meetings to solicit input and the original Task Force reviewed and commented on the

designs. In July of 1999, the City Council selected one of the architectural firms to work with the City to develop and refine a plan for the Plaza improvements.

The costs of the three designs that were submitted by the architectural teams range between \$539,000 to \$613,600, as the firms were given two preliminary budgets of \$250,000 and \$600,000. The original scope of the project was anticipated to include the demolition and removal of all of the existing concrete Plaza and the installation of landscaping, plaza furniture, and performance and public gathering areas. Recently the scope of the project has been further refined by the City Council's Downtown Subcommittee. The new scope does not include the removal of the concrete, but instead envisions working with the existing improvements to enhance the area and make it more functional and attractive. It is envisioned that the following elements will be included in the Plaza renovation: portable sound system, fixed lighting, potted landscaping, benches, relocation of existing central sculptures and re-use of the central raised planter area as a stage. It is anticipated that the improvements will not exceed \$225,000. The Council has already approved \$575,000 of Capital Improvement Program funds (1999/2004 budget) for the project and \$30,000 has been spent on the design charrette process. The balance of the unallocated Civic Center funds (\$320,000) are anticipated to be reallocated to Downtown streetscape improvements or other Downtown improvement projects or programs. Section VIII, E, 1, Design Standards, Plazas, Civic Center Plaza of this Specific Plan, provides more detailed information on the design of the Plaza.

D. Parking Management Program

1. Introduction/Summary

The City's traffic engineer states that at the present time, parking is not a critical issue in Downtown El Segundo, although there may be a perception by some Downtown shoppers that parking is inadequate. The parking supply and location of parking are generally adequate to serve the existing uses in the area. Downtown patrons may need to walk 1 or 2 blocks to their destination after locating a parking space, however this is typical in a pedestrian-oriented Downtown setting. The Downtown Specific Plan, however, will result in various changes to Downtown El Segundo. The changes may include a different mix of commercial businesses, higher densities, modified street layouts, modified on-street parking and other changes. The need for parking in the Downtown area will change as the Plan is implemented. The turnover in commercial uses, or the potential intensification of land uses, may result in higher parking demand. The location of the parking demand may also shift, and the number of on-street spaces may change due to the streetscape improvements that are ultimately included in the Plan.

A parking management plan for the Downtown area must be comprehensive and also flexible enough to respond to the parking challenges that arise as part of the Plan. The following strategies are key to the implementation of the parking management plan:

- **Develop** a parking management plan that looks ahead to the ultimate build out of the Specific Plan area and considers the potential "worst case" parking demand scenario.

- **Phase in** parking modifications and improvements over time as the Specific Plan is implemented. Seek lower cost, high efficiency solutions first, followed by higher cost capital improvements when they are needed.
- **Work cooperatively** with area businesses and other stakeholders since they are the ultimate users of the parking system.
- **Consider** the potential impacts not only in the Downtown area but also on adjacent residential neighborhoods.

2. Current Parking Conditions and Standards

The Downtown area currently is served by surface parking that is a combination of on-street curb parking and off-street private and public parking in a series of lots. Off-street parking is primarily provided in back of businesses via alley access, with some lots also fronting Main and Richmond Streets, and Grand Avenue. There are a total of approximately 1,285 public and private off-street spaces in the Downtown Specific Plan area. In addition, there are approximately 370 public curbside spaces. Curb parking is mostly regulated by a two-hour maximum limit, from 8:00 A.M. to 6:00 P.M. that is enforced via tire marking. Additionally there are 20-minute maximum single spaces scattered throughout the Downtown, again with the 8:00 A.M. to 6:00 P.M. limit and in the 300 block of Main Street no parking is allowed from 2:00 P.M. to 8:00 P.M. to accommodate the farmers market. Blocks with the highest amount of off-street parking, all in private lots, include the 100 block of Richmond Street on the east side (200 spaces), the 100 block of Main Street on the east side (115 spaces) and the 300 block of Richmond Street on the east side (110 spaces). All other blocks have 95 or fewer spaces, with the lowest block containing 35 spaces. Seven percent of the off-street spaces are compact size and the remainder are standard size.

The current parking development standards for the Downtown area (CR-S Zone) include provisions for joint use parking, off-site parking, compact spaces, parking demand study reductions and tandem spaces. Additional parking is required for new square footage, however, the Zoning Code allows an existing building to change from one use to any other permitted use in the zone without increasing required parking, as long as all of the existing parking is retained. The majority of the existing buildings in the Plan area provide on-site parking: although generally it is limited to only 3 to 5 spaces per 25-foot wide lot. These current provisions allow some flexibility but need to be reviewed in the overall context of the Specific Plan, and revised to ensure that parking is being managed in an efficient manner. Additional flexibility, creative parking solutions, and administrative level of review is desirable to encourage new development within the Plan area, while still ensuring adequate parking facilities for new development.

3. Elements of the Downtown Parking Management Program

To be successful, a parking plan for the Downtown area must serve a variety of businesses, civic uses and residents. Each parking "user" group has different needs and therefore parking for each group must be considered differently. For example, employees of Downtown businesses use parking for extended periods throughout the day and they are able to park farther away from their destination than customers of the

commercial businesses. Certain businesses generate high demand mid-day (office, some commercial retail uses) while others generate lunchtime and evening demand (restaurants for example). The parking management plan must accommodate each user group to most efficiently serve their needs without impacting the other groups.

The cost of developing surface off-street parking may include purchase of the land and construction of the parking area, driveways, signing, striping, drainage, landscaping, lighting etc. Subterranean or surface parking is more expensive due to the capital costs of the structures. Therefore, it is important to consider a wide range of parking solutions in addition to adding more parking. The types of parking improvements recommended for the Specific Plan include, but are not necessarily limited to, the following:

- **Parking management techniques** including better parking signage and information (brochures and maps), modifying time limits, consideration of parking meters and fees.
- **Parking services** such as a "joint" valet parking program for a series of adjacent businesses.
- **Cooperative parking solutions** such as shared use agreements among businesses in the Downtown area that would allow one business to use parking at another business during its off-peak hours.
- **On-street parking modifications** such as adding parking via the use of diagonal parking instead of parallel curb spaces (Grand Avenue and east-west side streets off of Main Street and potentially portions of Main Street).
- **Construction of off-street parking** in surface lots or structures with fee agreements for Downtown businesses that come into the area and require new parking.

The hallmark of this plan will be to phase in the necessary parking improvements over time, as needed, based on the changes occurring Downtown. Lower cost, less capital intensive improvements should be implemented first. However, the ultimate need for additional parking should be planned for at this time to allow adequate lead time to identify and obtain appropriate sites and finance the purchase of land (if required) and construction costs. A phased approach to parking improvement in the Downtown area is described.

4. **Parking Management Options**

The options presented in this section are oriented to the multiple user groups that park Downtown. It is not feasible, nor desirable to develop a parking management plan that simply addresses the needs of one user group at the expense of other user groups. For example, the plan must not add commercial parking without addressing resident concerns, or conversely create "resident only" parking without recognizing the need to maintain access for the public. Therefore, a series of options are presented that address the many parking related issues. Table 1 summarizes the options.

a. **Short-Term Parking Management Options-(implement upon adoption of the Specific Plan)**

Option: Create Visitor Parking Information Guide/map

Discussion: Many cities and Downtown districts have created user-friendly maps and parking guides that are oriented toward the Downtown visitor. The guide would include clear maps showing all public parking, as well as information regarding time limits and rates (if applicable).

The guide/map should be professionally prepared with high quality graphics and should be made available at public venues (City Hall, libraries, etc.) and distributed to all businesses that would be willing to make them available to customers (e.g., on the counter at stores, in offices and at restaurants).

Option: Implement a Shared Use Parking Program

Discussion: The most under-utilized parking throughout the Downtown is in off-street private parking lots. It is important to recognize that the use of private lots is not a universal solution to parking problems since it requires the cooperation of private land owners who may have specific reasons for not sharing parking. However, use of selected lots may be a method to help relieve the parking problem. Traditional impediments to the use of private parking include lot owners' concerns over liability, safety, vandalism and interference with their own business. While some of these concerns are well founded, some can be overcome through the use of negotiated agreements and common insurance policies that are obtained with the assistance of the City. Additionally, the City could enter into agreements with property owners of large parking lots with excess capacity (such as the Chevron parking lots) and "sublease" the spaces out to businesses in need of additional spaces. This recommendation will require the following initial actions by the City:

- survey private lot owners regarding the willingness to consider shared use of parking.
- investigate the availability of insurance coverage for public use of private lots and assist businesses in obtaining the insurance.
- consider police or private patrol to monitor the private lots.
- after identifying potential sites, secure agreements for use of the lots by adjacent businesses, determine parking fees (if any) to be charged, develop shared use parking contracts that specify hours of operation, maintenance, insurance requirements and other pertinent issues.
- develop signage and re-stripe private lots if needed on case-by-case basis.

Option: **Establish Baseline Parking Ratios for the Downtown as a Whole and Monitor over Time**

Discussion: Although each new business should not be required to provide parking on-site, the Downtown as a whole will require new parking as development occurs. Therefore, the current parking surplus should be identified via detailed parking and land use surveys. The surveys will compare parking requirements based on standard parking ratios to the amount of parking available in the Downtown. Then, as new development occurs, the remaining surplus would be monitored on an on-going basis. New businesses or development that does not provide parking could pay into a parking "in-lieu" fund that would be used to develop joint parking areas when needed. When the parking demand gets within approximately 80 to 85 percent of the parking supply, then new parking should be provided. This type of parking "budget" would allow new businesses to come into the Downtown area without undue burdens to provide more parking by themselves.

Lot Utilization - approximately every six months conduct hourly surveys of the number of spaces utilized in key public and private lots and on-street for a weekday and Saturday. Also conduct regular monitoring of land uses added or subtracted and their associated parking requirements.

Land Use Patterns - Establish a database that is updated at least every six months that includes the type of business on each parcel, building area and amount of parking provided. A parking demand spreadsheet is also then updated bi-annually that will estimate the total parking demand for the Downtown, which is compared to the total parking supply.

Option: **Enhance Directional Signage**

Discussion: The signage is generally clear, consistent and covers most of Downtown. Some additional signs would help to further clarify the location of some Downtown lots, and to direct vehicles to alley access parking areas. A unified theme for directional signs should also be developed as part of the Specific Plan.

b. Mid-Term Parking Management Options- (implement when needed after Plan adoption)

Option: **Implement Trial Period Shared Valet Parking Program During Peak Season**

Discussion: As development and activity intensifies in the Downtown area, a peak season shared valet system would provide the convenience of on-street parking for business patrons and allow the use of more remote available parking. This service will only work with a minimum amount of activity generated by a group of nighttime attractions such as restaurants and shops. This measure is not recommended until the perceived demand is great enough to cover the costs of the service.

The valet would service a group of adjacent businesses. This may require the removal of a few on-street parking spaces during the time of valet operation.

It is recognized that some shopping trips require parking immediately adjacent to the business (dry-cleaners, take-out coffee, etc.), however, many visitors are willing to walk a few blocks during more extended visits.

For the valet service, there would be a fee charged per vehicle of approximately \$5 or \$6 (to be negotiated with the valet operator), which would cover all of the costs. If it was determined that this cost is too high for the customers, the City and/or businesses could subsidize the program, thereby reducing the fee to the valet patrons. All insurance, materials and other costs would be covered by the valet operator within the \$5 or \$6 per vehicle fee.

Option: Add Angled On-street Parking

Discussion: This option would add on-street parking where it would be most needed in the future as development occurs. Main Street only has sufficient width for angled parking on one side, however, angled parking may actually reduce the number of on-street parking spaces due to the elimination of parking at the corners to accommodate a left-turn pocket. Angled parking is feasible on Grand Avenue if the median parking area is removed. Also, it may be feasible to provide angled parking on one or more side streets, such as the 100 blocks east side of Holly and Pine Avenues, which connect to Main Street, by converting the streets to one-way flow. This option would be implemented in conjunction with other streetscape/design options as part of the overall Specific Plan.

c. Longer Term Parking Management Options- (implement after short and mid term measures and as development warrants)

Option: Install Parking Meters to Manage Parking Turnover and Raise Revenues for Parking Improvements

Discussion: One of the most effective parking management tools is pricing. Many persons using Downtown businesses will be willing to pay for parking depending upon the nature of the business they are visiting in the area. Local employees, for example, will be less likely to want to pay for metered parking. Therefore, prime curbside spaces can be reserved for customers via the use of meters and time limits. With reasonable rates and time limits, meters do not harm businesses while they help to properly allocate parking spaces to the various user groups. Obvious disadvantages to meters include aesthetics and the perception that they will drive away business patron customers

Options: While Implementing Parking Management Strategies, Continue to Investigate Costs and Feasibility of Added Parking

Discussion: When considering potential growth patterns Downtown and given the City's Zoning Code which allows continued growth without providing more parking (for new businesses in existing buildings that maintain existing non-conforming parking), more general public parking will be necessary in the future if density increases without adding parking. The number of added parking spaces can be determined more precisely following implementation of the highest priority management strategies.

Building new parking will take several years due to the need for environmental clearances, environmental studies, design and construction. Therefore, the City should continue to investigate the engineering feasibility, costs and environmental consequences of adding parking Downtown at the same time that parking management strategies are being tested. Also, use of an in-lieu fee would provide funding for parking over time as businesses turn over or parcels are redeveloped.

EXHIBIT 6

SUMMARY OF PARKING MANAGEMENT OPTIONS

OPTIONS	DESIRED EFFECTS/ISSUES	Relative Cost to Implement H, M, L (1)
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Short-Term Parking Management Options

Create Visitor Parking Information Guide/Map	• increase awareness of parking opportunities • more effective use of available parking • need support of business community to circulate guide/map	Low (approximately \$5,000 to \$10,000)
Implement a Shared Use Parking Program	• better utilize available private spaces • would require additional detailed analysis and coordination with private property owners	Low (staff/administration costs)
Establish Baseline Parking Ratios for the Downtown as a Whole and Monitor Over Time	• identify current parking surplus • monitor development as it occurs and its impact on overall parking operations • add new parking or take other actions when supply reaches approximately 85% of demand, prior to reaching a critical point	Moderate (staff/administration costs equivalent to several hours per week, after initial labor intensive inventory)
Enhance Directional Signage	• provide more clear and consistent signage • better utilize alley-access parking • enhance aesthetics	Moderate

Mid-Term Parking Management Options

Implement Trial Period Shared Valet Parking Program During Peak Season	• provide convenient customer parking • assist parking impacted business • need to analyze potential sites and select Contractor	Low to Moderate (\$5,000 to \$15,000 per season for City support)
Add On-street Angle Parking	• provide more spaced via use of angle rather than parallel curb parking • slows traffic, promotes pedestrian use	Moderate (costs for signing and striping)

(1) Cost: H - High Cost associated with major capital expenditure, M - Moderate Cost for physical improvements and/or staff administrative costs,
L - Low Cost reflecting limited staff time allocation or minor supplies/equipment cost.

Longer Term Parking Management Options

Install Parking Meters on Selected Streets	• manage the parking supply, enhance turnover for businesses • prevent all-day parking by employees in prime spaces • raise revenues needed for parking expansions	Moderate to High (Initial cost, ultimately self supporting)
While Implementing Parking Management Strategies, Continue to Investigate Costs and Feasibility of Added Parking	• provide added patron and employee parking • remove employee parking from adjacent residential streets • requires additional detailed analysis of economic factors	High to Very High (surface - \$1500 per space, structure approximately \$7,500 to \$15,000 per space, \$150,000 to \$1.5 million for 100 spaces) depending on surface or structure and other details
(1) Cost: H - High Cost associated with major capital expenditure, M - Moderate Cost for physical improvements and/or staff administrative costs, L - Low Cost reflecting limited staff time allocation or minor supplies/equipment cost.		

E. Public Events, Activities and Programming

The ongoing scheduling, coordination and implementation of special events in the Downtown area are seen as a key component in the effort to revitalize the Downtown. Downtown events enhance the image that the Downtown is the center of activity in the community. In order to provide creative, diverse and high quality events and programs throughout the year in Downtown, the City retained an Events Coordinator/Facilitator in June of 1999. The events coordinator met with the Council Downtown Revitalization Subcommittee, DESI (the Downtown subcommittee of the local Chamber of Commerce), and the City's Event Coordination Steering Committee and developed a draft list of events. These include events such as a Main Street Bike Parade, June Jamboree-Food and Music Festival, Concierge Day, Annual West Fest, and Scavenger Hunt, designed to attract local and nearby residents to the Downtown year round. This will increase the awareness level of the types of shops and services that are available in the Downtown which will directly benefit local residents, merchants, and property owners by creating a broader and consistent customer base.

Many of the events include participation by and coordination with other groups and local service organizations such as the Chamber of Commerce, Rotary, and Kiwanis. The new events are intended to complement existing successful Downtown events (such as the Richmond Street Fair, Main Street Cruise, and the Holiday Parade) by coordinating new promotional programs around the existing schedule of events. In addition to developing, organizing and implementing various monthly events, the Coordinator also acts as a clearinghouse to coordinate the City of El Segundo Master Event Calendar. This central location for business owners and residents to access event information is seen as key to planning future events to eliminate potential date conflicts and to help ensure successful events with maximum participation. The Master Calendar includes maintaining a website calendar and issuing press releases.

The existing weekly farmers market in the 300 block of Main Street, initiated in July of 1999, is also one of the key Downtown events, being managed separately from the other Downtown events by the Recreation and Parks Department. The budget for the farmers market includes approximately \$35,000 of 1999/2000 General Fund monies. The farmers market generates approximately \$4000 a month during the 3 summer months and \$2000 a month during the balance of the year, a total of approximately \$30,000 in revenue annually.

The City Council approved \$20,000 of General Fund monies in both the 1998/1999 and 1999/2000 budget years for the Downtown Events Coordinator, although the 1998/1999 funds were not spent and were carried over to the 1999/2000 budget. An additional \$10,000 was allocated from the 1999/2000 Downtown marketing materials account and will be used for the Downtown Food and Music Festival, scheduled for June, 2000. Subject to City Council direction, it is anticipated that future budget years may have approximately \$30,000 annually in General Fund monies for Downtown Events.

F. Marketing, Advertising and Promotion

Marketing and promoting the Downtown to attract new businesses, retain existing quality businesses that meet the goals of the Plan, and advertise Downtown services, businesses and events, are key components to a successful Downtown.

The City Council approved retaining a retail recruitment firm in January, 1999 in an effort to place new highly desirable retail businesses in selected key locations Downtown. However, priorities were shifted and the \$35,000 approved in the 1998/1999 budget year from the General Fund was reallocated to the Downtown Events programming. Additional funds of \$14,500 were allocated in the 1999/2000 budget year, and \$10,000 of this was recently reallocated to the Downtown Food and Music festival (discussed above) and the balance will be used for banners to promote the farmers market. It is anticipated that in the 2000/2001 budget year, additional funds of approximately \$20,000 will be requested for retail recruitment. The firm selected will have to have proven success in placing businesses as part of successful downtown revitalization programs, and work closely with Downtown property owners.

Promotional materials prepared and distributed by the City include a Downtown Map with Points of Interest. This map was developed originally in 1998 and is regularly distributed to the Chamber of Commerce, area hotels, City Hall, Public Library, Downtown businesses, and new companies in town. The map provides general information about the Downtown and is keyed to a list of retail and restaurant uses in the Downtown. This map should be updated as part of the Downtown revitalization effort to ensure that it provides up to date and accurate information.

Another promotional program is the installation of banner poles, banners, and flags on Sepulveda Boulevard, a State highway with approximately 70,000 vehicle trips per day, to publicize City Events and promote the Downtown. Two types of banners are envisioned. The first would use the existing median light poles to install flags (approximately 3 feet by 8 feet) to publicize community events. There are 35 existing light poles on Sepulveda, which could accommodate two flags each, located on each side of the pole. The second type of banners would require the installation of two banner poles, with mounting hardware and cables at each location. Banners would be approximately 3 feet wide by 40 feet long and would hang over the middle of Sepulveda Boulevard. Installation and removal of the flags or banners would be an additional cost of approximately \$400 for each set of flags or banners for each installation and removal.

In February of 2000, the City Council approved re-allocating \$60,000 from the City "welcome monument" project, previously approved in the 1999/2000 Capital Improvement Program budget, to the banner project. The \$60,000 includes the installation of the banner poles only, (four poles at two locations) not the banners. General fund monies of \$4,500 are available for banners (Downtown marketing materials) and it is anticipated that this will be used for one large (3-foot by 40-foot) banner to advertise the Downtown Farmers Market. Other Farmers Market advertising which has been used, that could also be used for other efforts, includes cable television advertising in nearby communities, advertisements in area newspapers, and advertisements on internal e-mail networks for major corporations located in El Segundo. Any additional funds remaining from the banners will be used to promote other Downtown events. It is anticipated that the City Council will review a request for additional funds for other banners in the near future. In addition, it is anticipated that event sponsors and coordinators would pay to install banners to promote their individual events.

Other types of marketing could include advertisements, flyers, billboards, or other promotional materials.

A lunchtime shuttle to bring employees from the business center of El Segundo, west of Sepulveda Boulevard, to the Downtown has been explored in the past and could be analyzed further if desired. The Chamber of Commerce and a BID could also be involved with promoting and advertising the Downtown.

G. Development Incentives

Development incentives can be used as a tool to attract and retain quality businesses in the Downtown. Through the Business Attraction Program (Chapter 3.06 of the El Segundo Municipal Code) and the City's economic development program, the City currently offers numerous incentives for qualified target businesses throughout the City. The incentives apply to the Downtown area also, and are proposed to continue. These incentives include:

1. Expedited and reduced cost entitlements:

- Permit approvals may be expedited through the Community, Economic and Development Services application and permit processes at the request and the expense of the applicant.
- The City may enter into agreements that guarantee that permits will be reviewed within a certain time frame, as agreed to by the City and the applicant ahead of time. If the City does not review the plans within the established time frame then all associated City fees are refunded.
- Building Safety Division fees are negotiable and may be reduced as much as 50%.

2. Local tax credits and rates:

- Business License Tax: The business license tax can be reduced and/or eliminated if El Segundo is used as a point of sale. The tax will be offset by the amount of the sales tax generated to the City in the previous year, up to the point where zero fees are due to the City.
- Utility users tax: Gas, water, electric, and telephone taxes are negotiable, up to the point where zero tax is required. Currently these rates are 3% for gas, water, and electric, and 2% for telephone.
- Transient Occupancy Tax: The City's transient occupancy tax for hotel users is currently 8%, one of the lowest in Los Angeles County.

Additional incentives could be provided in the Downtown Plan Area such as the reduction, or elimination of traffic impact fees and the further reduction of Planning and Building Safety Division fees.

3. Removal of Nonconforming Signs:

The City finds that in order to enhance the environment of the Downtown it is desirable to encourage the removal of nonconforming signs at a rapid pace. Therefore, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must meet the following requirements. The sign must have been a legal, conforming sign at the time of its placement. (In other words, the sign cannot be illegal). The sign must be located in the Main Street District (300-400 Blocks Main Street). The sign shall not be an abandoned sign at the time of application. In the granting of nonconforming sign removal incentives the City will apply the following priority ranking schedule: roof signs, pole signs (freestanding sign over 10 feet high), internally illuminated signs, and plastic signs. Owners of nonconforming signs may, at their discretion, choose to participate in the following sign removal incentive program. The City will select a number of applicants each year to participate in the program based on the priority of signs provided above and the availability of funds.

The nonconforming sign removal incentive program is a three-year program commencing on the effective date of this Specific Plan. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fourth year.

The incentives which may be provided are as follows:

- Years one and two
Free removal of nonconforming sign.
Free design service to provide conforming, attractive sign sketches.*
- Year three
Free removal of nonconforming sign

** Those participants availing themselves of the free design service must agree to utilize one of the alternative sketches provided and to erect a new sign within three months of receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost of the sign design service.*

The removal of non-conforming signs program could be financed through General Fund monies or a Business Improvement District (BID).

H. Historic Preservation

The City will provide incentives to owners of structures in the Richmond Street District (100-200 blocks Richmond Street) to maintain, preserve, and improve their historic properties on a completely voluntary basis. Eligible structures are not required to participate in the incentive programs. Only historically significant structures, as identified on the attached map, are eligible for these incentives.

The program is a two-part approach to encourage the preservation of El Segundo's historic past. The first part is a series of incentives (regulatory or financial) to encourage historically significant properties to continue to function without major structural alterations that would affect the historical features of the building. The second part is a strong "disincentive" to discourage demolition of historically significant structures by owners which had used any incentive. This second approach does not prohibit the

demolition of a historic structure if the owner has not received regulatory or financial incentives from the City.

Protecting the cultural heritage and historical architectural resources that are found in the Richmond Street District is part of the overall goal for the revitalization of the area. This program seeks to give owners of eligible historic properties relief from the contemporary municipal codes, ordinances, taxes and laws levied on newer contemporary structures. By assisting the owners of historic properties, the authenticity of the character of Richmond Street can be preserved, thus improving the economic climate for all owners and merchants.

EXHIBIT 7 HISTORICALLY SIGNIFICANT STRUCTURES

GRAND AVE.

200	🏠
225	🏠
223	🏠
221	🏠
215	
211-213	🏠
209	🏠
203	🏠

🏠 116-130
🏠 222
🏠 216-220
🏠

FRANKLIN AVE.

147	
145	🏠
143	🏠
139	🏠
135	
131	🏠
123-129	🏠
121	
117	🏠
115	🏠

RICHMOND ST.

🏠 146
🏠 144
🏠 142
🏠 140

EL SEGUNDO BLVD.

🏠 Historically Significant Structure



0 100 200 300 400 Feet



1. Regulatory Incentives

Historically significant properties are eligible to apply for the following preservation benefits. The granting of any benefit shall be conditioned upon a written agreement between the City and property owner that ensures preservation of the building's historic character and strongly discourages future demolition. Government Code Section 37361 allows specific zoning criteria for historical buildings.

a. Parking

Commercial historic structures may be granted a reduction in parking requirements, to a maximum of 50 percent, based on a Parking Demand Study and the degree to which the historic character of the building is preserved and/or enhanced.

b. Building Permit and Planning Application Fees

All building permit and planning application fees for historically significant structures will be waived by the Director of Community, Economic and Development Services (subject to City Manager approval) for those proposed projects compatible with preserving the historic character of the subject building.

c. Business License Fees

Local business license tax fees will be waived or reduced for historically significant structures, by the Director of Community, Economic and Development Services, (subject to City Manager approval) for those projects that have completed construction that has renovated, improved, or preserved the historical character of the subject building.

d. Additions to Historic Commercial Structures

Historic commercial structures may add up to 50 percent of the existing floor area, not to exceed 500 square feet, without providing additional parking and without bringing other existing nonconformity's into compliance, except for permanent signs, with current Specific Plan Standards. The structures would still be required to comply with the floor area ratio (FAR) requirements of the district.

e. Setback Flexibility

Additions to historically significant structures may be allowed to maintain setbacks up to the line of existing encroachments, provided that all setbacks as required by the Uniform Building Code, are maintained for new construction.

f. State Historic Building Code

The California State Historic Building Code (SHBC) provides alternative building regulations for the rehabilitation, preservation, restoration or relocation of historically significant structures. The SHBC may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

These standards would be applied during the City's building permit procedure as this code would supplement or replace the Uniform Building Code (UBC) requirements.

g. Rehabilitation Tax Credit

A tax credit may be available for historically significant structures if work performed on the structure constitutes a "Certified Rehabilitation." The tax credit may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

h. Conservation or façade easements

A conservation or façade easement is a contract between private property owners and qualified non-profit organizations (which may be the City). The easements enable a property owner to preserve a historically significant building in perpetuity in return for certain tax benefits. The easement may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

2. Financial Incentives

a. Mills Act Contracts- Property Tax reductions

As a preservation incentive, historic property agreements offer advantages to both the City and the property owner. These agreements, commonly referred to as "Mills Act contracts," provide for property tax relief for owners of qualified historic properties who agree to comply with certain preservation restrictions. The tax credit may only be used for officially designated historically significant structures, (cultural resources) or in official Historic Districts, in accordance with regulations detailed in Chapter 20.52, Historic Preservation, of the El Segundo Municipal Code.

For purposes of this Specific Plan, this section does not detail all of the tax and revenue information of the Mills Act. This section does not provide contracts, complete Government Code sections, or Tax Code information. Any individual interested in more details on a Mills Act contract for their historic property is urged to contact the State's Office of Historic Preservation for more information.

The use of Mills Act contracts gives the City the flexibility to deal with historic structure on a case by case basis. The City has the option to choose which properties are suitable for the incentive by evaluating various factors, such as the significance of the building to the community, development pressures on the site, or the need for rehabilitation. These contracts can be used both as a tool to preserve an individual building and as part of the broader Specific Plan Implementation Program.

For owners of historic properties, Mills Act contracts offer several distinct advantages Participation on the part of the property owner is completely voluntary. In areas where land value represents a large portion of the market value, such as in commercial and residential districts, the Mills Act method of the lower assessed valuation adjusts the property tax to reflect the actual use on the site, and can offer significant reduction in taxes for owners of historic buildings.

Another important benefit of this incentive is that, since historic properties continue to be protected by the contract when the property is sold, the reduced property tax valuation is passed on to the new owner. Since sale of the property does not trigger a Proposition 13 reassessment on sale, the existence of a Mills Act contract can be a real selling point when the property is on the market.

The owner of an eligible historic property may apply to the City to enter into a historic property contract. If the City agrees to a contract, it has the discretion to set such terms as are "reasonable to carry out the purposes of preservation of the property." However, the statute does provide for a number of mandatory contract provisions which are set out in Government Code Sections 50281 and 50282. In order to allow Mills Act contracts, the City needs to first adopt an enabling ordinance which would be accomplished separately from the adoption of this Plan.

The minimum term of a Mills Act contract is ten years, and each year the contract is automatically renewed for an additional year on a specified date unless a notice of non-renewal is given. Either the property owner or the local government may elect not to renew for any reason. The effect of non-renewal is to terminate the contract at the end of the current ten-year term. The specific procedures for non-renewal are found in Government Code Section 50282.

As appropriate, the contract may provide for the preservation, restoration and rehabilitation of the property according to the standards of the State Office of Historic Preservation. Several of the cities that have prepared Mills Act contracts require the use of Secretary of Interior's standard for Rehabilitation. The contract may also provide for periodic examination of the property to assure compliance with the contract terms.

Under a Mills Act contract, the property owner is obligated to prevent deterioration of the property, in addition to complying with any specific restoration or rehabilitation provisions contained in the contract. Suggested restrictions might include prohibition of demolition or alteration except with City approval, or the requirement to seismically stabilize the historic structure.

In the case of breach of contract conditions by the property owner, including the duty to prevent deterioration, the City has the option of either bringing legal action against the owner for compliance, or canceling the contract. In the event that the contract is canceled, the owner is assessed a penalty of 12-1/2 percent of the market value of the property at this time of cancellation.

The statute also provides for recordation of the contract within 20 days of its execution. Although contracts may be entered into at any time, the new valuation will not take effect until the assessment date of March 1st in any given year. Mills Act contracts are binding on all successors in interest to the original owner, subject to the provisions stated above.

To summarize:

Mills Act Contracts:

- Are voluntary and flexible.
- Offer tax benefits to owners of historically significant properties.
- Can be used with income producing properties as well as private homes.
- Remain in effect upon a change of ownership.
- May encourage home buyers to purchase designated structures.
- Can provide for permanent maintenance of historic resources.

The money saved from the reduced property tax would be available to maintain and restore the property thereby benefiting the owner as well as Richmond Street District residents and merchants.

b. Façade Improvement Program

This project is not limited to historically significant structures in the Richmond Street District. The project will provide financial grants, loans and/or matching funds to eligible property owners and ground floor tenants to upgrade the appearance of storefronts. For detailed information see Section XIII, I Implementation and Financing, Façade Improvement Program, in this Specific Plan.

c. Rehabilitation Loans, Grants and Matching Funds

This program would be limited to historically significant structures in the Richmond Street District. Similar to the Façade Improvement Program, described above, this program would provide funds for rehabilitation of existing historically significant buildings. Funds could be used for structural and seismic retrofitting, improvements to bring the structure up to current Building Code requirements, or provide for the improvement and upgrading of deteriorated buildings.

3. Demolition "Disincentives"

Properties listed as historically significant are subject to demolition "disincentives". The "disincentives" are quite simple and straightforward.

Essentially, there are two categories of buildings designated as historically significant. There are the buildings which have taken advantage of the regulatory or financial incentives offered to them by the City, and there are the buildings which have not taken advantage of any City historic incentives.

If a property is listed as historically significant and has taken advantage of any incentive offered through this Specific Plan, and desires to demolish over 10% of

the total building square footage, they must pay a \$5,000 Historic Demolition Permit Fee to fund the Façade Improvement Program or any other Richmond Street historic preservation needs.

If a property is listed as historically significant and has not taken advantage of any incentive offered through this Specific Plan, and desires to demolish any portion of the building, they may do so by obtaining the necessary permits from the Building Safety Division.

Any property owner that takes advantage of any of the financial or regulatory historical incentives will be required to enter into an agreement that is a contractual obligation with the City. The contract will detail the provisions of the financial obligations of the property owner if they decide to demolish the structure in the future.

I. Façade Improvement Program

The City of El Segundo, through a Façade Improvement Program, could provide no or low interest loans, grants, and/or matching funds to eligible property owners and tenants to upgrade the appearance of storefronts/building facades in order to help create a positive retail environment in Downtown El Segundo. Loans would have to be repaid to the City, grants would not be repaid, and matching funds could be a combination of loans or grants.

Improving and upgrading building facades with Downtown, especially in the Downtown core (the Main Street District), is one of the important goals of this Specific Plan. The Façade Improvement Program seeks to bring new life to existing buildings, which do not conform to the Design Standards of this Specific Plan or are in need of a "facelift." By assisting property owners to upgrade the appearance of their buildings, the aesthetic environment of Downtown is enhanced, thus improving the economic climate for all merchants and the City as a whole.

To qualify, the building must be located in the Downtown Specific Plan area. New construction is not eligible for assistance. Buildings in the Main Street and Richmond Street Districts will be given priority. Buildings with existing multiple ground floor storefronts/businesses are eligible for more than one loan, grant or match. Applicants must be at a minimum both the business owner and the property owner. If a storefront is vacant, the property owner may be sole applicant.

A copy of the lease must be submitted with the application. The lease period should be at least two years from the date of the application. For those applicants that do not have an executed lease of a minimum of two years from the date of the application, the property owner may apply for loan funds if the property owner enters into an agreement with the current tenant not to raise rents more than 5% per year for a two year period from the date the storefront agreement is executed (where no lease currently exists) or for the time remaining in the two year period (when a lease is in effect) in order to receive a loan, grant or matching funds.

Applicants must verify that there are no code enforcement violations on the property. Any violations must be resolved prior to execution of the loan agreement.

If applicants have previously received business loans from the City, the payback of the loans must be up to date in order to be eligible for the Façade Improvement Program.

The tenant, the property owner, and the City will sign a contract before an applicant is eligible to receive loan funds. The applicant may not begin any work before the contract is approved and signed by the City, and any required permits are obtained.

Types of improvements which are eligible with loan, grant or matching funds are:

- painting of entire building façade and sides of building visible from streets and alleys (all painted surfaces are required to be repainted)
- awnings
- marquees
- parapet walls
- doors
- windows
- arcade/canopy façade and display window lighting
- landscaping
- tile
- pavement between door and sidewalk
- signs
- other façade improvements approved by the City
- Seismic retrofitting (structural upgrade) only on recognized historic masonry buildings.

All improvements must be approved by the City and must be consistent with this Specific Plan. Maintenance type improvements such as roofing, plumbing, and general structural (not seismic) upgrade improvements are not eligible for loans, grants, or matching funds. All interior improvements (except display window lighting) are ineligible.

No or low-interest loans, grants or matching funds may be made to eligible applicants to improve building facades. The repayment of the loans shall be made in accordance with the requirements established by the City Council. Matching funds require that the recipient invest an equal amount in improvement efforts, matching the City's investment.

Applicants are to designate one person who will be the applicant's contact person for this project. The contact person notifies all other applicants of the time and date for design meetings. All improvements must be approved in advance by the Department of Community, Economic and Development Services and the Planning Commission if a Historic building (cultural resource) is involved. Applicants of multiple storefronts within a building are encouraged to work together to receive one set of bids for an entire building. This will reduce the cost per storefront. The applicant is to receive two written bids from licensed contractors to construct the work. All work must be constructed by contractors licensed by the State of California. The applicant selects the contractor and is responsible for completing any agreements with the contractor for all improvements. Applicants are responsible for obtaining bids, selecting a contractor, and executing agreements with contractors. City staff will not provide assistance in obtaining bids, however, a list of qualified contractors may be provided.

Painted buildings (which need repainting) with approved colors are required to be repainted under this program as the first improvement funded with loan, grant or matching funds. After painting, other eligible improvements can be funded with remaining funds.

The façade improvement program could be financed through General Fund monies, bonds, or a Business Improvement District.

J. Financing Options

The City's economic consultant for the Specific Plan, Keyser Marston Associates, Inc. prepared two memos in which they discuss financing options for implementation of the Specific Plan. The consultant accurately indicates that the goal of the Plan is to enhance the area for the residents and employees within the City, while not desiring to draw regional visitors as the beach City's have done. Although some of the funding sources discussed are not appropriate or realistic for El Segundo, they were identified as common sources that have been used successfully in other communities. The following potential funding sources were identified:

1. Redevelopment funds

Several nearby cities have successfully used redevelopment funds for downtown rehabilitation and façade improvement programs (Torrance, Pasadena, and Santa Monica). Under the redevelopment law's current definition of "blight" it may be difficult to make the factual findings necessary to form a redevelopment area in the Plan area.

2. Property and Business Improvement District (PBID) and Business Improvement Area (BIA)

A PBID as well as a BIA, as discussed in Section A of Implementation and Financing, is suggested for funding a wide variety of activities. A summary of the key features of a BIA versus a PBID is provided in Appendix VII. The Montrose area of Glendale, East Village in Long Beach and numerous communities within the Cities of San Diego and Los Angeles, have created successful downtowns through the use of PBID's and BIA's.

3. Parking District

The consultant suggests that a district could help to organize existing parking in a more efficient manner, and create new centralized parking if necessary. New development could pay in-lieu parking fees to off-set the cost of consolidated parking and/or the costs of a future parking structure. Glendale has successfully restructured the parking in their Montrose area through a parking district.

4. Community Development Block Grant (CDBG) Funds

The total CDBG funds that the City receives annually are very limited. Of the current allocation of approximately \$120,000, the majority is spent on the Residential Sound Insulation Program.

In the current budget year there is approximately \$60,000 of unallocated funds that could be used for handicapped access and ADA improvements to the Downtown and Civic Center Plaza. CDBG funds could not be used for any other type of Downtown improvements as the area does not meet the CDBG low-income criteria and the job component requirements for the use of CDBG funds would most likely not be met.

5. Assessment District

An assessment district (other than a parking assessment district) is not considered to be a viable option. The cost of financing bonds for an assessment district with improvements that are less than 2 million dollars is generally considered to be inefficient. This is because the issuance cost is too large of a percentage of the total bond cost so the effective interest rate is quite high. The same finance issues also arise with certificates of participation.

6. Development Fees

Fees based on the square footage and type of use could be imposed on new development, similar to the City's existing traffic mitigation fee program. A "nexus" study would need to be undertaken for any new development fees, in accordance with AB 1600.

7. Loans or bonds

The City could take out a loan or issue bonds to provide the seed money for a façade improvement program. The City would pledge the façade loan payments for repayment of the loan, but would need to supplement the pledge with general funds. Funds from a local lender would be another option for financing a façade improvement program. This type of funding would provide loans on an as needed basis.

8. Corporate funding

Cities, as well as non-profit groups, have successfully used corporate funding for a variety of improvements and programs. Cultural facilities, special events, and economic development activities could be financed through corporate donors. Marketing and sponsorships is another growing area of potential use of corporate funds.

APPENDIX I

DOWNTOWN SPECIFIC PLAN CONCEPT DOCUMENT

APPROVED BY THE DOWNTOWN TASK FORCE,
FEBRUARY 22, 2000

DATE: March 1, 2000

BY: [Signature] Downtown Specific Plan Concept Document

This is a copy of the Downtown Specific Plan Concept Document approved by the Downtown Task Force on February 22, 2000. The document is the property of the City of El Segundo and is loaned to you for your use only. The document is not to be reproduced or distributed to the public without the written consent of the City of El Segundo. The Downtown Specific Plan Concept Document is a confidential document and its contents should not be disclosed to the public.

MISSION STATEMENT

Downtown is the heart of El Segundo. It is the place where the community comes to live, work, and play. The Downtown Specific Plan Concept Document is a vision for the future of downtown El Segundo.

- Create a vibrant, walkable community.
- Create a mix of uses, including residential, commercial, and recreational.
- Create a sense of place and identity.
- Create a sense of community and belonging.
- Create a sense of safety and security.
- Create a sense of pride and ownership.
- Create a sense of history and tradition.
- Create a sense of future and possibility.

GOVERNANCE, PHILOSOPHY, AND OBJECTIVES

- Establish a Downtown Development Authority.
- Establish a Downtown Development Fund.
- Establish a Downtown Development Plan.
- Establish a Downtown Development Committee.
- Establish a Downtown Development Advisory Board.
- Establish a Downtown Development Task Force.
- Establish a Downtown Development Working Group.
- Establish a Downtown Development Steering Committee.
- Establish a Downtown Development Implementation Committee.
- Establish a Downtown Development Monitoring Committee.
- Establish a Downtown Development Evaluation Committee.
- Establish a Downtown Development Reporting Committee.
- Establish a Downtown Development Communication Committee.
- Establish a Downtown Development Marketing Committee.
- Establish a Downtown Development Public Relations Committee.
- Establish a Downtown Development Legal Committee.
- Establish a Downtown Development Finance Committee.
- Establish a Downtown Development Planning Committee.
- Establish a Downtown Development Design Committee.
- Establish a Downtown Development Construction Committee.
- Establish a Downtown Development Maintenance Committee.
- Establish a Downtown Development Safety Committee.
- Establish a Downtown Development Security Committee.
- Establish a Downtown Development Health Committee.
- Establish a Downtown Development Environment Committee.
- Establish a Downtown Development Transportation Committee.
- Establish a Downtown Development Utilities Committee.
- Establish a Downtown Development Information Committee.
- Establish a Downtown Development Research Committee.
- Establish a Downtown Development Evaluation Committee.
- Establish a Downtown Development Reporting Committee.
- Establish a Downtown Development Communication Committee.
- Establish a Downtown Development Marketing Committee.
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- Establish a Downtown Development Health Committee.
- Establish a Downtown Development Environment Committee.
- Establish a Downtown Development Transportation Committee.
- Establish a Downtown Development Utilities Committee.
- Establish a Downtown Development Information Committee.
- Establish a Downtown Development Research Committee.

APPENDIX I

COMMITTEE ON ELECTRICITY AND POWER

REPORT OF THE COMMITTEE ON ELECTRICITY AND POWER,
JANUARY 25, 1966

City of El Segundo

Inter-Departmental Correspondence

TO: Co-Chairs Bill Crigger and Mike Kretzmer
Members of the Downtown Task Force

FROM:  James M. Hansen, Director of Community, Economic and Development Services

DATE: March 1, 2000

SUBJECT: Downtown Specific Plan Concept Document

The following is the Downtown Specific Plan Concept Document approved by the Downtown Task Force on February 22, 2000. The changes made by the Task Force are shown as double underline. Using this Concept Document, the Specific Plan will be prepared and presented to the Planning Commission, and then to the City Council. The Planning Commission and City Council will solicit further public input on the Plan.

VISION STATEMENT:

Downtown is the heart of El Segundo. It is the focal point for the community and one of the cohesive elements that ties the community together. The Vision for the Downtown is to:

- Provide a better balance of uses.
- Create a more thoughtful and creative use of public space.
- Organize creative and consistent programming of events and public activities.
- Create a consistent public-private partnership to market El Segundo's assets to investors and customers.
- Strengthen commitment to the strategic use of key parcels in the Downtown.
- Create more attractive landscaping and street furnishings.
- Improve signage.

DOWNTOWN PHILOSOPHY AND CONCEPT:

- Service residents, local employees and visitors.
- Maintain a safe and secure environment.
- Maintain architectural and economic diversity with a mix of retail, office, service and residential.
- Maintain and enhance pedestrian friendly environment.
- Enhance the "village" character.
- Enhance the "Midwest-feel and the Gaslamp" (San Diego) character (Council Downtown Subcommittee recommendation).
- Consolidate retail to encourage synergy between businesses and to facilitate pedestrian access.
- Shrink Downtown retail area if supported by market analysis, converting non-core areas to a mix of offices and multi-family residential, to avoid the blight of vacancies.
- Encourage a mixture of uses and "target" uses at strategic sites through financial incentives and pro-active marketing and advertising.
- Encourage preservation of historically significant buildings on Richmond Street.
- Enhance Civic Center Plaza, as the focal point of Downtown.
- Continue to support and expand the farmers market.
- Use design review process to achieve aesthetic goals.

- Establish a Business Improvement District (B.I.D.) – 300, 400 & 500 blocks Main only (Council Downtown Subcommittee recommendation).

DEVELOPMENT STANDARDS:

General for all of Downtown:

Uses

- Permit outdoor newsstands, coffee carts, flower stands and similar uses; primary uses must be indoors.
- Encourage alley side and upper level offices, for daytime customer base and pedestrian traffic.
- Video arcades with less than 3 machines require an AUP, greater than 3 machines require a CUP.
- Alcohol sales at restaurants and retail require an AUP.
- Bars require a CUP.
- Entertainment and dancing requires a special permit.
- Drive-thru restaurants are prohibited.
- Prohibit churches and service stations.

Setbacks

- Require zero setback between building and street on street level, except for pedestrian oriented plazas or architectural features, subject to design review.
- Allow zero side and rear setbacks, for commercial and residential uses.

Residential

- Allow upper floor residential units, for 24 hour security and customer base.
- Increase permitted residential units from 1 to 2 units per 25-foot wide lot.
- Allow alley side and upper floor owner-occupied residential units (1 unit per 25-foot wide lot) (Council Downtown Subcommittee recommendation).
- Establish minimum residential square footage.

Heights

- Allow 45-foot (3 story maximum) height (measured to the peak of the roof), require setbacks for new structures above 30 feet (2 stories) in height, providing a two-story street front building facade.

Non-Conforming

- Permit existing non-conforming uses to continue and be replaced with similar non-conforming uses, unless vacant for a period of time, at which time the new use must conform
- Non-conforming industrial or similar uses may not be replaced with similar uses.
- Non-conforming buildings may be expanded 20% or 15,000 square feet, whichever is less, and the addition must comply with current code.

Density

- Maintain 1:1 F.A.R.; except for Strategic Sites. Residential density is in addition to 1:1 F.A.R.
- Maintain 1:1 F.A.R. (Council Downtown Subcommittee recommendation).

300 and 400 blocks of Main Street:

- Core of Downtown.
- Resident oriented, pedestrian focused, retail and service uses; essential and complementary uses with a CUP.
- Purpose – Stabilize and protect the retail-service character.
- Retail only on street level.
- Offices and other non-pedestrian oriented uses (clubs, schools, theaters, union halls, etc.) allowed behind street level and off of alleys.

- Allow outdoor dining and gathering areas up to 200 square feet; greater than 200 square feet require a CUP. Require design review and development criteria.
- Limit bank size.
- Require minimum percentage of store front as windows.
- Require window treatments that are open, inviting and visible to pedestrians.
- Strategic Sites – Purcell Building (NW corner of Main and Grand) and NW corner of Main and Holly, to City parking lot – Financial incentives for target uses, destination uses only (i.e. – market, restaurant or similar use). F.A.R. 1:1.

300 block east side Richmond Street (former Ralph's site):

- Key block (due to size and location) linking the Core 300 and 400 blocks of Main Street with the Historic 100 and 200 blocks of Richmond.
- Link to Main Street, Civic Center and Richmond Street with two pedestrian oriented alleys (handprint alley and Purcell driveway alley), with Plazas at each end.
- Create a "village" atmosphere.
- Require uses adjacent to pedestrian access ways (including internal access ways) to be pedestrian-oriented.
- Require design review, for consistency with goals.
- Retail only on street level. Non-retail uses ok temporarily; non-retail preferred to vacancy.
- Offices and other non-pedestrian oriented uses (clubs, schools, theaters, union halls, etc.) allowed behind street level and off of alley.
- Allow outdoor dining and gathering areas up to 200 square feet; greater than 200 square feet require a CUP. Require design review and development criteria.
- Limit bank size.
- Require minimum percentage of store front as windows.
- Require window treatments that are open, inviting and visible to pedestrians.
- Allow 45-foot (3 story maximum) height (measured to the peak of the roof), require setbacks for new structures above 30 feet (two stories) in height. Require variety of heights.
- Strategic Site-Target uses- Market (not necessarily a "specialty" market), retail (non-competitive with existing), Hi-tech retail, daytime entertainment and recreation, childcare (only as component of mixed-use), food service, mixed-use, and bed and breakfast (75 rooms maximum). Provide financial incentives.

100 and 200 blocks Richmond Street:

- Maintain, enhance and preserve historical "Old Town" character of original Downtown. Provide incentives to support and dis-incentives if not supportive.
- Establish historical overlay district with design review for new construction in order to blend with the old.
- Allow for flexibility of uses, with pedestrian orientation, including antiques, arts and crafts, retail, design, small bed and breakfast, services, offices, and residential.
- Encourage and support filming and related uses.
- Allow residential on street level behind street front commercial (live/work).
- Allow outdoor dining and gathering areas up to 200 square feet; greater than 200 square feet require a CUP. Require design review and development criteria.
- Require window treatments that are open, inviting and visible to pedestrians, for retail uses only, while preserving historical character.
- Strategic Sites- Anthony's Music Studio and City parking lot- Target uses- antiques, bookstores, arts and crafts, market at the street level, professional/design behind or above street front level. FAR 1.5:1 for City parking lot site. Provide financial incentives.

300 block West Richmond Street:

- Three Options:
 - A) Commercial Mixed-use- Maintain existing mixed- use environment, protecting the existing commercial retail-service uses. Limited residential (1 or 2 units per 25 foot wide lot) allowed only behind and above street front retail. Encourage antiques, arts and crafts, and mixed-use.
 - B) Multi-family (R-3) Residential- Allow high density residential with a 3-story height limit. No new commercial to compete with Main Street Core. Single-family residential or duplexes are not economically feasible, and not compatible with surrounding land uses.
 - C) Residential Mixed-use-Require a small amount of retail in front on the street level, with residential at the rear and on upper floors. Increase residential density (more than 2 units per 25-foot wide lot), with a cap on the total number of units allowed.
- Prohibit outdoor dining and gathering areas.:

100, 200, and 500 blocks Main Street:

- Transition and "Gateway" to Downtown Core.
- 500 block is gateway to the Library, high school, park and residential to the north, leading to the retail Downtown Core of the 300 and 400 blocks.
- Link to Downtown Core with streetscape – trees, signage, and pedestrian-oriented amenities.
- Allow flexibility and mixture of uses.
- Allow outdoor dining and gathering areas up to 200 square feet, greater than 200 square feet require a CUP. Require design review and development criteria.
- Non-conforming industrial or similar uses may be replaced with similar non-conforming uses.
- Strategic Site – Strip Mall, 200 block – Potential for adaptive re-use. Target uses, market, restaurant or similar destination only uses. Provide financial incentives.

STREETSCAPE:

- Purpose is to increase use of local businesses, provide a pedestrian-friendly environment, continue to provide a location for filming and provide services for residents.
- Enhance overall streetscaping; create inviting retail shop fronts, and aesthetic façade treatments.
- Require quality signage.
- Provide phased removal and replacement of street trees as budget and Downtown development dictate.
- Use a variety of trees to serve unique functions.
- Use large (mature) and smaller (younger) trees.
- Street trees in front of shops should be open canopies so that signs may be easily seen and historical facades are not hidden.
- Large trees with dense foliage may be desirable in areas where shade is needed.
- Street trees should complement the streetscape and surroundings.
- Street trees should be low maintenance including limited shedding, disease resistant, long lived, and provide visual interest.
- The use of tree grates, irrigation and structured soil should be studied further.
- Widen some sidewalks.
- Use textured accent pavers or a mixture of pavers and concrete on sidewalks and walkways, for aesthetics, to slow traffic, reduce tripping hazard and liability, and for ease and cost effectiveness of repair if root damage in future.
- Nodes: Create active vibrant focal points to tie the Downtown together at 1) Main and Grand and 2) Richmond and Grand.

- Clean sidewalks regularly –(Addressed in design guidelines and Council Downtown Subcommittee recommendation)
- Provide facade improvements, architectural guidelines, enhance window treatments – (Addressed in design guidelines and Council Downtown Subcommittee recommendation)
- Improve lighting and provide “twinkle” lights in street trees –(Addressed in design guidelines and Council Downtown Subcommittee recommendation)

PARKING AND CIRCULATION:

- Improve and standardize signage that welcomes visitors to Downtown and directs to parking.
- Establish centrally located joint use/shared parking between businesses and the City, including off-site, to encourage and provide the opportunity for new development.
- Investigate joint/shared use of Chevron parking sites.
- Allow flexibility in parking standards, particularly residential development.
- Provide more efficient use of public and private parking.
- Provide adequate employee parking.
- Maximize use of existing grades for multi-level or subterranean parking.
- Possibly double-deck City Holly/Standard parking lot, as it has a significant grade differential.
- Provide a parking structure on Holly for off-site joint-use as parking demand requires (B.I.D.) (Council Downtown Subcommittee recommendation).
- Finance structure through business expansions (B.I.D.) (Council Downtown Subcommittee recommendation).
- Develop circulation plans that will slow, but not restrict vehicular traffic through Downtown.
- Develop well signed, non-segmented, consolidated, circulation oriented, alley parking.
- No parking between building and street.

PHASING (Council Downtown Subcommittee recommendations):

- Highest priority – 300, 400 & 500 blocks Main and former Ralph’s site.
- Highest priority- Trim street trees to open up/lace out, then install “Twinkle” lights for Downtown street trees –(Addressed in design guidelines).
- Form a Business Improvement District (B.I.D.) – parking, sidewalk and streetscape improvements.
- Commence Plaza improvement (budget to be determined).
- Install fiberoptics at the same time as street and sidewalk improvements.

cc: City Council
Mary Strenn, City Manager

APPENDIX II

DEVELOPING A VISION FOR DOWNTOWN EL SEGUNDO

SUBMITTED TO THE EL SEGUNDO CITY COUNCIL,
NOVEMBER 8, 1998 BY
THE EL SEGUNDO DOWNTOWN TASK FORCE

Submitted to the El Segundo City Council
November 8, 1998

By

El Segundo Downtown Task Force

Carolyn Buehler

Jack Brown

Paul Grove

John Harris

John S. Jones

David Lee

Frank Long

Mike Mac

Bob Smith

James Adams

David Brown

John F. Brown

John F. Brown

John F. Brown

John F. Brown

John F. Brown

John F. Brown

John F. Brown

El Segundo City Council

David Lee

Marion-Vergara

El Segundo City Council

Wash. Table

El Segundo

APPENDIX E

DEVELOPING A VISION FOR DOWNTOWN EL SEGUNDO

SUBMITTED TO THE EL SEGUNDO CITY COUNCIL
NOVEMBER 6, 1992 BY
THE EL SEGUNDO DOWNTOWN TASK FORCE

Developing a Vision
for
Downtown El Segundo

Submitted to the El Segundo City Council
November 9, 1998

by the
El Segundo Downtown Task Force

Leonard Blakesley	Roanne Mahony
Jeff Brown	Brenda Newman
Patty Brown	Brian Polkinghorne
Steve Claman	John Purcell
Joanne Edelfson	Bill Ruane
Dennis Estill	Brian Simon
Frank Glynn	Ron Stone
Ron Hart	Susan Truax
Eric Johnson	Nicky Wislocky

with assistance from

Dennis Zane
Marybeth Vergara
Gladstein & Associates

Woody Tescher
EIP Associates

El Segundo Downtown Task Force

Developing a Vision for Downtown El Segundo

As the City of El Segundo plans the future of its downtown, it is important to keep in mind and nurture its fundamental strengths. These strengths are the foundation for the future of our downtown, even as the City seeks to remedy its weaknesses.

Downtown El Segundo is a charming and eclectic mix of structures and enterprises, possessing a one of a kind character. It's charm and small town feel reflects the essential character of the community itself. This charm and eclectic nature is a vital and marketable asset that must be preserved and enhanced.

Nevertheless, as a community downtown El Segundo does not measure up to our aspirations. There is lack of activity, of people on the street. Downtown needs more than a boost, it needs a Plan to:

- provide a better balance of uses;
- exhibit a stronger commitment to pedestrians;
- create a more thoughtful and creative use of public space;
- organize creative and consistent programming of events and public activity;
- create a consistent public-private partnership to market its assets to investors and customers;
- strengthen commitment to the strategic use of key parcels in the downtown;
- create more attractive landscaping and street furnishings; and,
- improve signage.

The City of El Segundo, the merchants and downtown property owners must recognize and actively seek the allegiance of its natural markets - those who live, those who work, and those who visit in El Segundo.

Downtown El Segundo is really two distinct but mutually supporting districts: the Main Street district and the Richmond Street district. Each of these districts has its own charm, its own distinctive architecture and building type, and its own set of appropriate uses. Nevertheless, like fraternal twins, the future of each district is interwoven with the future of the other.

It is a symbiosis full of opportunity and we should seize it.

If we do, we believe that a revitalized downtown can provide an essential center to the life of our city, a center where more than commerce takes place, a center where we gather to become a stronger, richer community.

We urge the El Segundo City Council to treat the revitalization of our downtown as one of your highest priorities. We urge you to be proactive, creative and tenacious.

General Recommendations

1. **Assure continuity of effort and the implementation of Task Force recommendations**
Assure that the following recommendations are fleshed out in necessary detail and that an implementation strategy is developed. This is likely to include creating the necessary local institutional framework and retaining a multi-disciplinary team to guide the city's efforts.
2. **Develop creative downtown programming:**
The Downtown Task Force urges the City of El Segundo to make a major early contribution to the economic health of the downtown by developing high quality programming for both Main Street and Richmond Streets. Regular special events, weekly or biweekly farmer's markets, effective use of the plaza for thoughtful and creative weekday or weekend programming is well worth the investment. These activities can help build the community and merchant consensus behind the city's efforts, and can help build faith in the downtown on the part of the investor and merchant community.
3. **Plan and implement proactive marketing efforts for the downtown:**
The Downtown Task Force believes that the City of El Segundo has a significant role to play, in concert with property owners and merchants, in efforts to actively market our downtown. We must proactively invite our community to enjoy the downtown and actively reach out to the development, retail and investor communities to consider investment in fulfilling our downtown goals.
4. **Capitalize on specialty stores:**
The Downtown Task Force strongly encourages the development of specialty store resources in our downtown. Specialty stores can be mini-anchor people generators for downtown because they are often destination uses that people will travel to visit. They work especially well where architectural charm is also available. Examples, include the Porcelain Doll Shop, charming antique stores or specialty book stores. In the absence of major anchor uses, creating a specialty store motif, especially on Richmond makes a lot of sense.
5. **Encourage housing in mixed use projects in the downtown:**
The Downtown Task Force believes that El Segundo's strong housing market can serve as an economic engine for some new development in the downtown area. Mixed-use development can add new vibrancy and more pedestrian street life. Residents also can be an important market for nearby businesses and provide an added security presence, as residents function as a neighborhood watch group.
6. **Develop design standards for store signage and awnings on Main and Richmond Streets.**
While many downtown businesses have developed very thoughtful and creative signage, the signage on other businesses is unfortunate and needs to be removed or replaced with high quality signage that is consistent with the charm and character of downtown. Awnings must be replaced when they are faded or torn.
7. **Manage existing parking better to meet parking needs:**
In general, downtown El Segundo appears to have adequate parking. As revitalization proceeds and new investments occur, the City must carefully monitor both the supply and the efficiency of its parking. The City should consider developing a management system to improve the efficiency of parking use and potentially to allow some lots to become sites for strategic developments that will stimulate activity.

8. Develop a plan for a Downtown El Segundo shuttle:

The Downtown Task Force wishes to encourage the development of shuttle programs to link our downtown to neighborhoods, employment centers and hotels. Shuttles can help bring residents, employees and visitors from other parts of the city to downtown. Major employers and local hotels might help finance shuttles to bring their employees and visiting guests into downtown. There's also money available for alternative fuel and electric shuttle vehicles that can be used to facilitate this goal.

9. Develop a strategy to attract a market back to the downtown area:

In general, while Task Force members thought it advantageous to have a market in downtown, they did not see the Ralphs site as the likely site for accomplishing that goal, given current lease conditions. Sites on Main Street or on Richmond Street could be equally attractive.

In addition to these General Recommendations, we recommend the City of El Segundo give special attention to key strategic sites, including the Plaza, the former Ralph's site, the entire block of Main Street between Grand and Holly Avenues, and other key parcels on both Main and Richmond Streets.

The Plaza

People like to go where people are. The Plaza can play a large role as a center of regular activity, a gathering area to bring out families and employees for lunch time programs, farmer's markets, outdoor meetings, and regularly scheduled events or concerts. Even its day-to-day activity can be enhanced with push cart vendors, street entertainment, art exhibits or even outdoor dining.

1. Encourage family, children, and senior oriented design at the Plaza:

In El Segundo, seniors, families and children play a large role in the community. Many communities have rebuilt their downtowns successfully by providing a special environment for families. The Plaza should be redesigned with families, children and seniors especially in mind.

2. Plaza design should be more welcoming and facilitate active uses:

The Plaza needs a more welcome feeling, a park-like atmosphere with creative landscaping and places to sit. To open the Plaza outward and to tie it into Main Street, the City should consider developing a small amphitheater for multi-use activities. The City also should consider redesigning City Hall's exterior facade. Opening it up to the Plaza will create a more attractive and interactive relationship, and to architecturally tie into design elements in the downtown, especially the "Old Town" look of Richmond Street..

3. Redo the Plaza art program:

Art in the downtown plaza, done well, will help create an identity to be proud of, the potential for a nice space to become a great space. We should replace the current art with a creative, interactive, interesting and energetic art program that will attract the public to the site. Local artists will be encouraged to create El Segundo centric artwork and will be commissioned wherever possible.

Main Street

Main Street is, of course, the heart of downtown El Segundo. Much of Main Street seems healthy, viable and attractively maintained. The clean and well maintained exterior of many stores helps make the street attractive. The street is largely devoted to retail, pedestrian oriented uses likely to serve a fair share of community members. Main Street has several good quality restaurants that are popular to residents, to the local workforce and to visitors.

However, some office uses on the ground floor, restaurants that fail to actively address the street with unattractive exteriors and interiors, several businesses that are often closed, important sites that are poorly maintained, and signage that is excessive and unattractive make the street look less attractive and fail to contribute to its pedestrian life.

The City of El Segundo can take steps to remedy these problems.

1. Assure pedestrian oriented retail uses on the street fronts of Main Street:

Insist upon attractive pedestrian generating uses in the downtown, especially on the groundfloor street frontage of all structures. Special conditions may require flexibility at some sites. The City should effectively and creatively use its zoning powers to accomplish this goal.

2. Upgrade restaurants and facilitate outdoor dining:

The Task Force strongly believes that enhanced quality restaurants and cafes, especially with outdoor dining areas, will be a very positive development for the downtown. We must give people a reason to come here not only for lunch, but after work and on weekends for dinner as well. This will increase the daytime and evening population of the city and provide foot traffic for other existing businesses. There are significant challenges that must be addressed with the current downtown restaurant selection before this goal can be fully met. We believe a lower-key, family oriented downtown is the El Segundo-style. Attracting late night entertainment and bars is not where downtown should go.

3. Develop a more attractive approach to our streetscape and downtown landscaping:

Landscaping and street furnishings in downtown El Segundo are not attractive and should be replaced as soon as possible. Ficus trees are often overly dense. They provide excessive shade and often block view of stores and their signs; occasionally tree roots disrupt sidewalks. The City should investigate efforts by other cities to manage these problems; otherwise, consider a tree replacement program. Streetlights are too high and their light is usually blocked by the trees, never reaching the sidewalks; the City should replace these with lower poles of more appropriate design. Design of trash cans, benches and other street elements should also be tied into the "Old Town" look of Richmond Street.

4. Consider narrowing Main Street to two or three lanes:

People are wary and must often scurry when trying to cross Main Street. Yet, traffic volumes do not appear to require four lanes. The city should consider narrowing Main Street to two or three lanes. The gained space could be used for wider sidewalks to allow outdoor dining and to make it easier to accommodate pedestrian activity. Landscaping, angled parking with landscaped angles and lighting with banners, bike lanes and creating a meandering street also should be considered.

5. **Develop "gateway" program for Main Street and Grand Avenue:**

The City of El Segundo can create a sense of "gateway" at the intersection of Main Street and Grand Avenue by developing banners or signage that says you are in the downtown area and encouraging an anchor store there. The building at the northwest corner of Grand Avenue and Main Street is in a strategic position and represents an opportunity for an attractive "gateway" anchor use, such as a quality restaurant, or major chain stores such as the GAP, or Old Navy.

6. **Study strategies to overcome the excessive width of Grand Ave. in the downtown:**

Traffic volumes on Grand Ave. in the downtown area do not require four lanes. The street width and parking in the middle detracts from the attractiveness of downtown and only serves to make the area seem distant and isolated from the rest of Main Street.

7. **Consider design standards and strategies to encourage business activity and pedestrian access along the rear alley of buildings on Main Street.**

The Richmond Street District

Richmond Street is its own "district" with an "old town motif" - not just another street in the downtown. Even smaller in scale than Main Street, it has its own character and historic "old charm", with an early 1900 historic theme. With several historic buildings, many in a red brick style, a designer district can be created to preserve and extend this theme.

The Richmond District could itself be a kind of "anchor" for the downtown. The City of El Segundo can facilitate this development by:

1. **Use zoning powers and other tools to encourage a specialty use district on Richmond Street:**

The city should take steps to facilitate the development of symbiotic and interactive uses on Richmond Street, such as antique and specialty book stores, art galleries, and creative home furnishings.

2. **Encourage restaurants and cafes, especially with patio or outdoor dining:**

Limit additional bar activity in the district.

3. **Encourage mixed-use developments with residential and office above the first floor:**

Richmond Street is a natural for mixed uses. Apartments or condominiums would make sense, as would offices likely to find a market with the film industry, including pre- & post production activities.

4. **Consider creating a "promenade" on Richmond Street:**

Richmond is a narrow street, with low traffic volumes. The City should consider creating a "promenade" on Richmond Street with a creative paving treatment, wider sidewalks, and bollards at key locations that can allow the street to be closed to traffic at specific times, such as weekends, to encourage greater pedestrian use.

5. **Consider encouraging development of under-utilized vacant lots or parking lots:**

If joint parking at the Chevron lot can be negotiated, the City should encourage development of under-utilized vacant lots and parking lots with mixed-use projects with retail on the ground floor and residences or offices above.

6. **Connect Richmond Street to Main Street:**

Richmond Street can be attractively connected to Main Street Through re-designed and thoughtfully landscaped sidewalks and walk ways on the cross streets of Franklin, Grand and Holly.. Small pedestrian connecting ways could be provided between Main Street stores, akin to those on State Street in Santa Barbara, and efforts made to enhance those connecting ways already there.

Richmond Street, North of Grand Avenue

The block of Richmond Street north of Grand Avenue is a major opportunity for the City of El Segundo to creatively plan to meet multiple goals for the downtown area. The Ralph's site at Grand Ave. and the vacant lot at the other end of the block, at the corner of Richmond Street and Holly Avenue, are each equally major opportunity sites. The City should carefully employ its zoning and land use authority, as well as other tools, to accomplish significant public objectives.

1. **Encourage a village-like mixed use development on the entire block of Richmond Street between Grand Avenue and Holly Street:** This block should be rezoned to encourage mixed-use with small hotel or bed and breakfast uses or residential and office above the first floor and interesting retail on the ground floor.
2. **Provide slightly greater height and density at Richmond Street and Holly Street to encourage preferred development:** Since the northern end of this block of Richmond is in a bit of a bowl, downhill from Main Street, it can support a bit more height and density, two stories maybe three, stepped back from the street. Of course, a sensitive transition to residential uses across the street is essential. Any development should meet its own parking needs on site and could help meet other downtown parking needs.

APPENDIX III

CIRCULATION ELEMENT UPDATE TECHNICAL REPORT

MAIN STREET/DOWNTOWN COMMERCIAL DISTRICT CIRCULATION ANALYSIS

PREPARED BY MEYER, MOHADDES ASSOCIATES, INC.
FEBRUARY, 2000

APPENDIX B

CIRCULATION ELEMENT UPDATE TECHNICAL REPORT

MAIN STREET/DOWNTOWN COMMERCIAL DISTRICT
CIRCULATION ANALYSIS

PREPARED BY METTA HENNINGSEN ASSOCIATES, INC.
FEBRUARY, 2000

CIRCULATION ELEMENT UPDATE TECHNICAL REPORT

Prepared for

City of El Segundo

Prepared by

Meyer, Mohaddes Associates, Inc.

400 Oceangate, Suite 480

Long Beach, CA 90802

February 2000

J98-094

FEB 11 2001

MAIN STREET/DOWNTOWN COMMERCIAL DISTRICT CIRCULATION ANALYSIS

The downtown Main Street corridor is undergoing detailed analysis as part of a Specific Planning Study. The Circulation Element is supporting that effort by analyzing various development scenarios and roadway configurations for Main Street. The roadway analysis includes Main Street assumed as a two-lane facility (one lane in each direction) or a three-lane facility (one lane in each direction plus a center two-way left turn lane). In conjunction with this analysis is the potential conversion of Main Street from a designated secondary arterial to a designated collector street.

MAIN STREET ROADWAY ALTERNATIVE CONFIGURATION ANALYSIS

In conjunction with the Specific Planning Study for the downtown Main Street corridor, two roadway alternatives for Main Street have been analyzed using future General Plan Buildout conditions. The roadway analysis includes Main Street assumed as a two lane facility (one lane in each direction) or a three lane facility (one lane in each direction plus a center two-way left turn lane). Exhibit 22 illustrates the alternative roadway configurations. The results of the Main Street roadway alternative analysis are presented below.

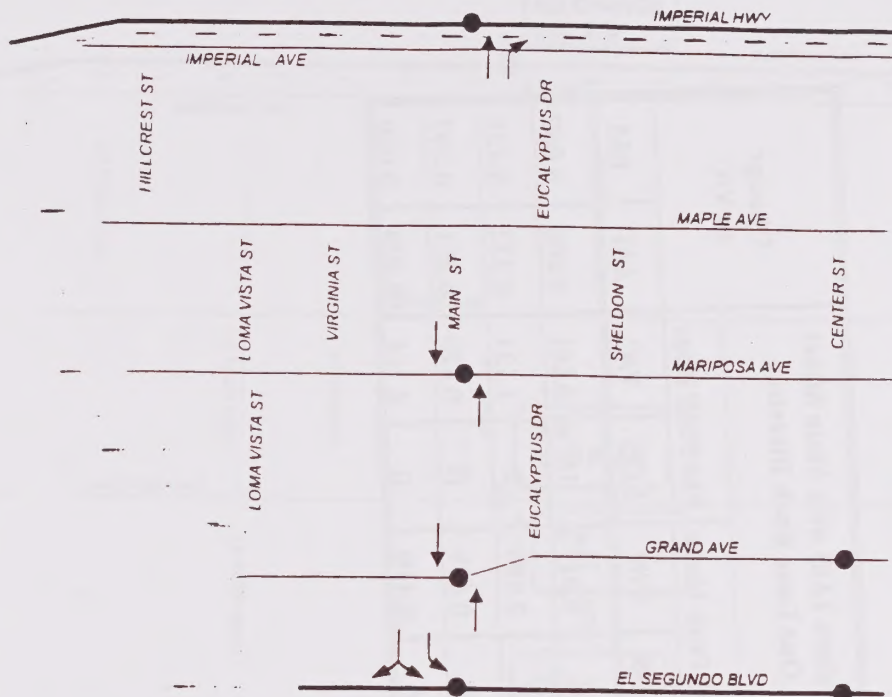
Two lane facility - (one through lane each way, no left turn pockets) This roadway alternative would result in the degradation of intersection level of service at the following intersections:

- Main Street/Mariposa Avenue - from LOS B to LOS E during the AM peak hour and from LOS C to LOS F during the PM hour.
- Main Street/Grand Avenue - from LOS A to B during the AM peak hour and from LOS A to D during the PM peak hour.

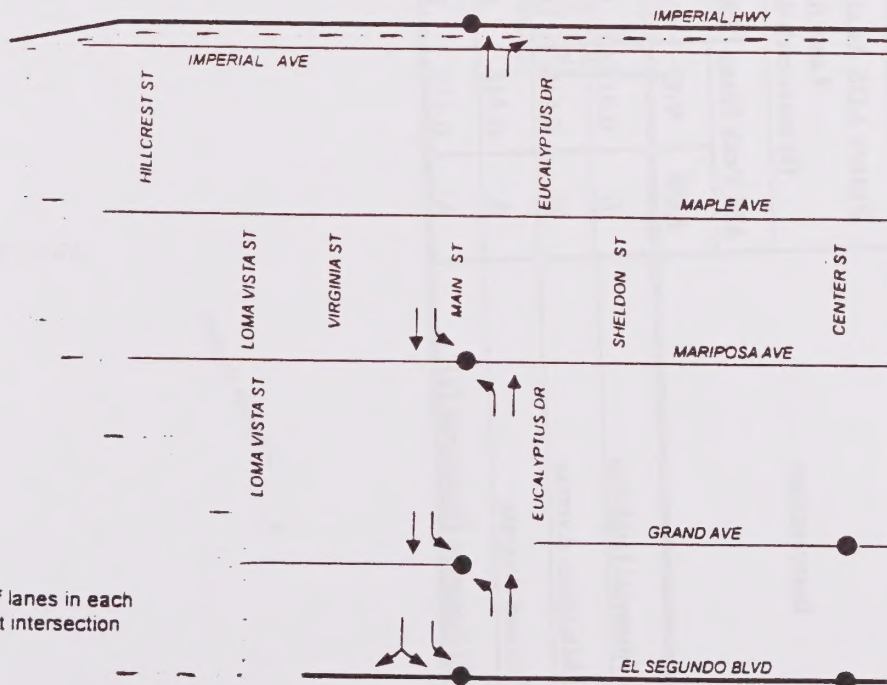
Table 12 and Exhibit 23 shows results of the two-lane Main Street facility analysis.

Three lane facility - (one through lane each way with left turn pockets) This roadway alternative would not significantly change the traffic operations or degrade future General Plan Buildout intersection levels of service along Main Street. Therefore, no intersections would be significantly impacted with the proposed three lane facility configuration (assuming General Plan level of growth).

In summary, a two lane facility would significantly affect traffic flow and is not recommended, however, a three lane facility (including a left turn lane) is expected to adequately handle anticipated traffic volumes. Table 13 and Exhibit 24 shows results of the three-lane Main Street facility analysis.



TWO LANE ALTERNATIVE



Legend:

-  - Number of lanes in each direction at intersection
- 

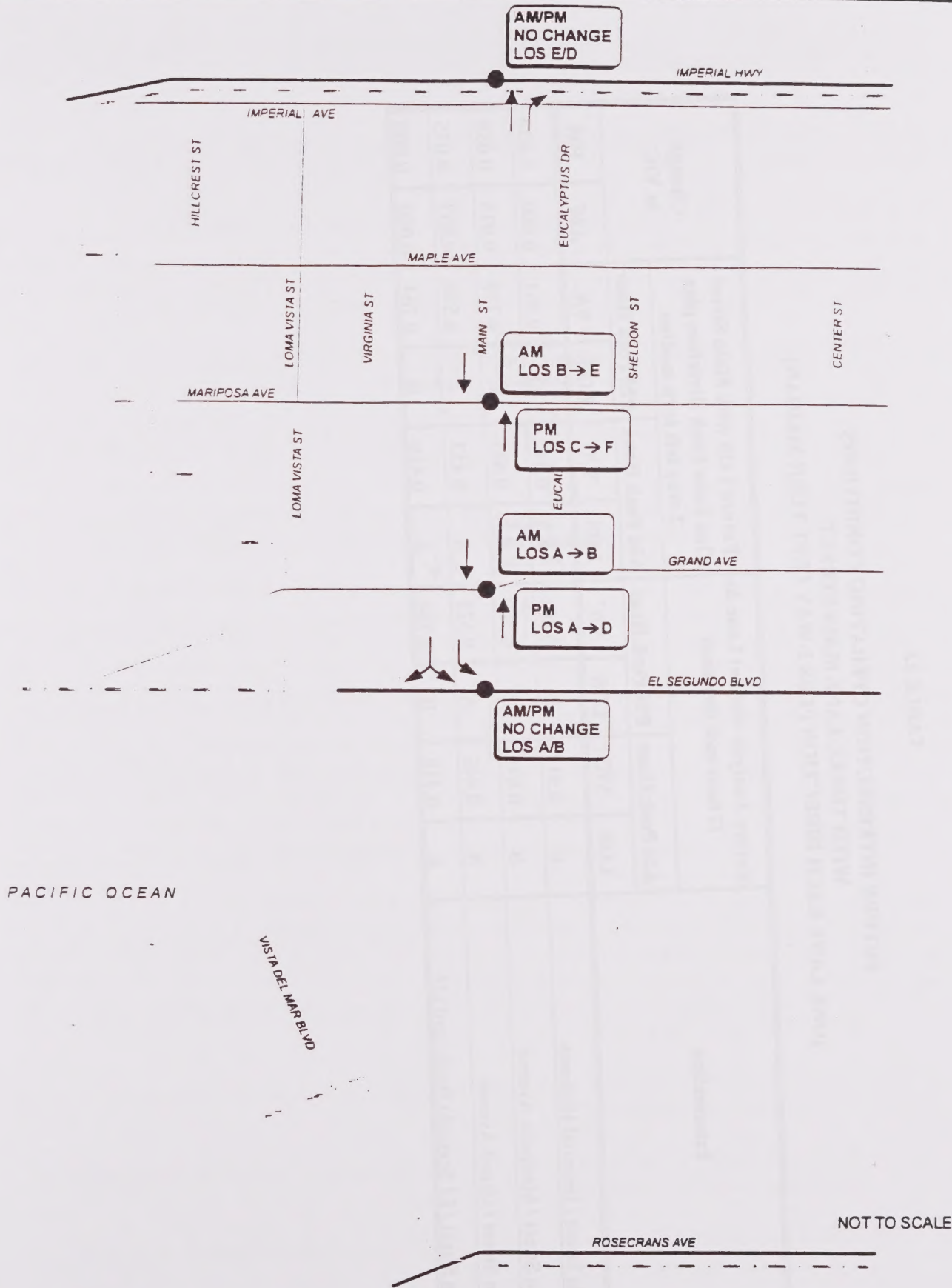
NOT TO SCALE

THREE LANE ALTERNATIVE

TABLE 12

**FUTURE INTERSECTION OPERATING CONDITIONS
WITH TWO-LANE MAIN STREET
(ONE LANE EACH DIRECTION)**

Intersection	Future LOS Analysis without Lane Δ s (2) lanes each directions				Future LOS with Main Street One Lane Each Direction				Change in V/C	
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour			
	LOS	V/C	LOS	V/C	LOS	V/C	LOS	V/C	AM	PM
Main Street / Imperial Highway	E	0.917	D	0.861	E	0.917	D	0.861	0.000	0.000
Main Street / Mariposa Avenue	B	0.648	C	0.700	E	0.980	F	1.121	0.332	0.421
Main Street / Grand Avenue	A	0.446	A	0.523	B	0.649	D	0.820	0.203	0.297
Main Street / El Segundo Boulevard [2]	A	0.410	B	0.764	A	0.410	B	0.764	0.000	0.000

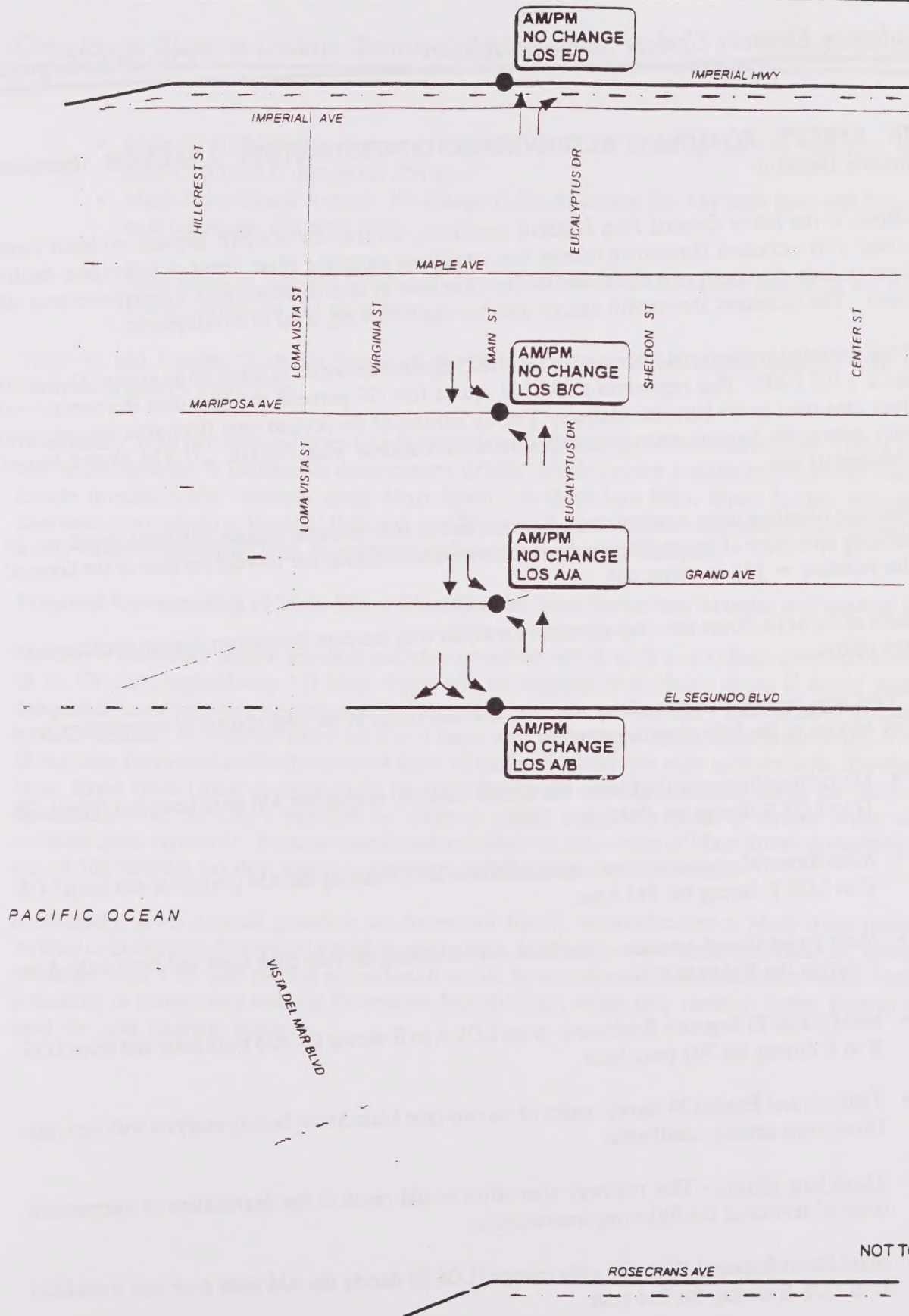


EL SEGUNDO CIRCULATION ELEMENT
Change in Level of Service
Main Street (Two Lane Facility -
One Lane Each Direction)

TABLE 13

**FUTURE INTERSECTION OPERATING CONDITIONS
WITH THREE-LANE MAIN STREET
(ONE LANE EACH DIRECTION PLUS 2-WAY LEFT TURN MEDIAN)**

Intersection	Future Analysis without Lane Δ s (2 lanes each direction)				Future LOS with Main Street One Lane Each Direction plus 2-way left turn median				Change in V/C	
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour			
	LOS	V/C	LOS	V/C	LOS	V/C	LOS	V/C	AM	PM
Main Street / Imperial Highway	E	0.917	D	0.861	E	0.917	D	0.861	0.000	0.000
Main Street / Mariposa Avenue	B	0.648	C	0.700	B	0.683	C	0.759	0.035	0.059
Main Street / Grand Avenue	A	0.446	A	0.523	A	0.453	A	0.558	0.007	0.035
Main Street / El Segundo Boulevard [2]	A	0.410	B	0.764	A	0.410	B	0.764	0.000	0.000



MAIN STREET ROADWAY ALTERNATIVE CONFIGURATION ANALYSIS (Increased Downtown Density)

In addition to the future General Plan Buildout conditions, an analysis of traffic impacts on Main Street associated with increased Downtown density was conducted assuming Main Street as a two lane facility (one lane in each direction) or a three lane facility (one lane in each direction plus a center two-way left turn lane). The increased Downtown density assumes the following level of development:

- Total potential commercial floor area is 1,359,072 square feet which is based on an area of 31.2 acres and a 1.0:1 FAR. This represents a 290,151 square foot (27 percent) increase over the commercial floor area used in the baseline analysis. Twenty percent of the revised total floor area was assumed built during the horizon year of the General Plan buildout which equals 271,814 square feet of commercial uses.
- Proposed dwelling units in addition to the commercial area increase include 749 units based on 24 dwelling units/acre of which 20 percent was assumed built during the 10-year horizon of the General Plan buildout = 150 dwelling unit

The results of the Main Street roadway alternative analysis with increase Downtown density conditions are presented below.

Two lane facility - This roadway alternative would result in the degradation of intersection level of service at the following intersections:

- Main Street/Imperial Highway - No change (LOS E) during the AM peak hour and from LOS D to LOS E during the PM hour.
- Main Street/Mariposa Avenue - from LOS B to LOS F during the AM peak hour and from LOS C to LOS F during the PM hour.
- Main Street/Grand Avenue - from LOS A to C during the AM peak hour and from LOS A to F during the PM peak hour.
- Main Street/El Segundo Boulevard - from LOS A to B during the AM peak hour and from LOS B to E during the PM peak hour.
- Table 14 and Exhibit 24 shows results of the two-lane Main Street facility analysis with increase Downtown density conditions.
- Three lane facility - This roadway alternative would result in the degradation of intersection level of service at the following intersections:
 - Main Street/Imperial Highway - No change (LOS E) during the AM peak hour and from LOS D to LOS E during the PM hour.

- Main Street/Mariposa Avenue - from LOS B to LOS C during the AM peak hour and from LOS C to LOS D during the PM hour.
- Main Street/Grand Avenue -No change (LOS A) during the AM peak hour and from LOS A to B during the PM peak hour.
- Main Street/El Segundo Boulevard - from LOS A to B during the AM peak hour and from LOS B to E during the PM peak hour.

Table 15 and Exhibit 26 shows results of the three-lane Main Street facility analysis with increase Downtown density conditions.

In summary, both two lane and three lane facilities would significantly affect traffic flow. This is expected due to the increase in Downtown development density which require a additional roadway capacity to handle forecast traffic volumes along Main Street. A three lane Main Street facility with potential intersection mitigation at Imperial Highway and El Segundo Boulevard is anticipated to adequately handle traffic volumes associated with the increase in Downtown density conditions.

Proposed Downgrading of Main Street Classification from Secondary Arterial to Collector Street

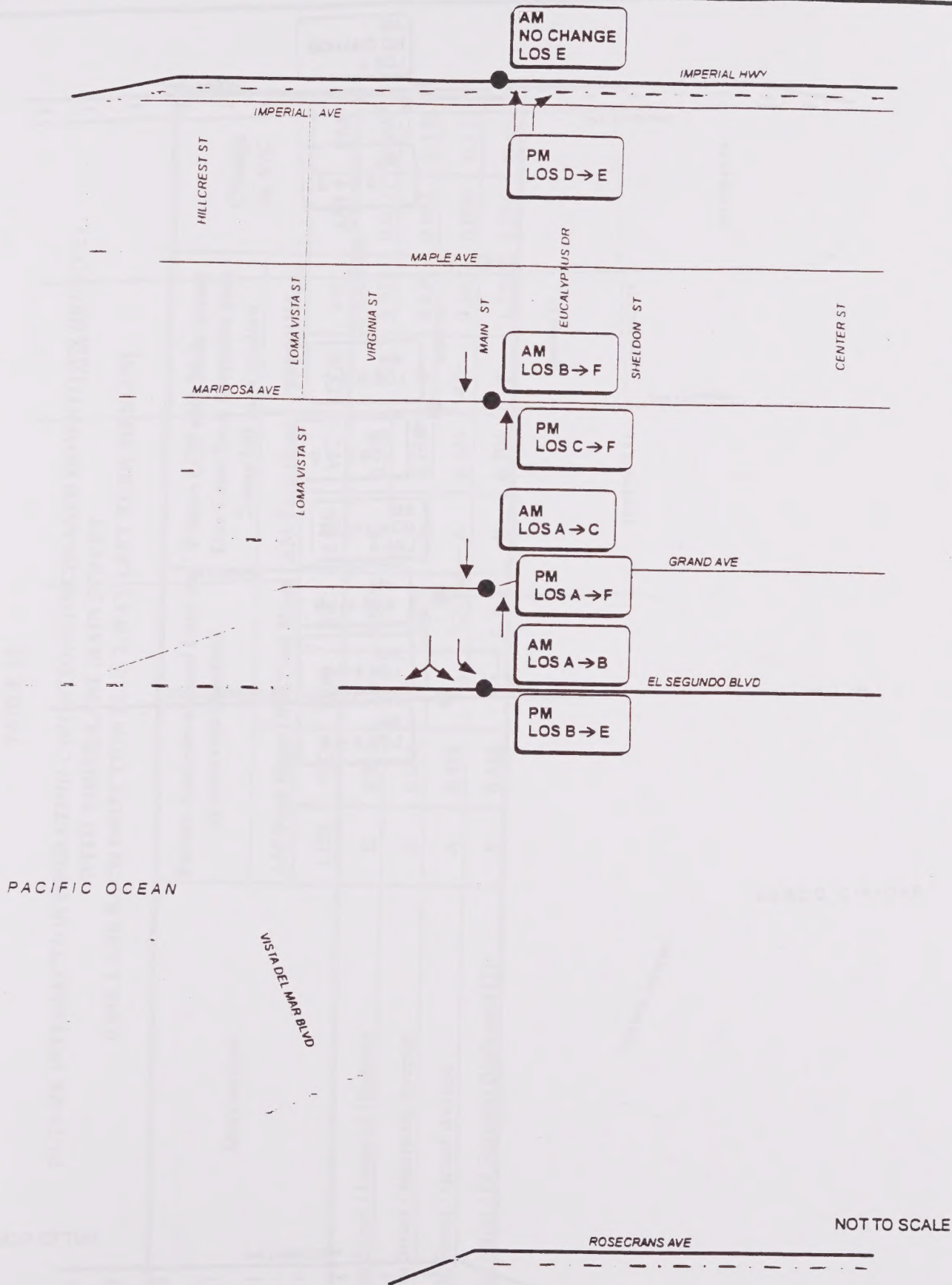
The City's secondary arterial standard includes a roadway which is 78 to 100 feet curb-to-curb within an 88 to 120 foot right-of-way. If Main Street was downgraded to collector status it would change the designation to 44 feet curb-to-curb with 64 feet of right-of-way. A secondary arterial has 4 to 6 lanes and a center median. A collector street has 2 to 4 lanes with no median. Main Street from Grand Avenue to El Segundo Boulevard currently carries 4 lanes of traffic and is 56 feet wide curb-to-curb. Downgrading Main Street from Grand Avenue to El Segundo Boulevard would technically make the cross-section inconsistent with the City's standard for collector streets (i.e. Main Street is already wider than the collector street standard). From an operational perspective, the section of Main Street in question carries only 6,700 vehicles per day, which is consistent with collector street standards.

In summary, given planned growth in the downtown district, reclassification of Main Street from Grand Avenue to El Segundo Boulevard would be appropriate, however, a new classification such as "commercial collector" with a 56 foot section curb-to-curb would be necessary. This conclusion would require re-evaluation in conjunction with the Downtown Specific Plan, which may result in higher growth and the need for more roadway capacity.

TABLE 14

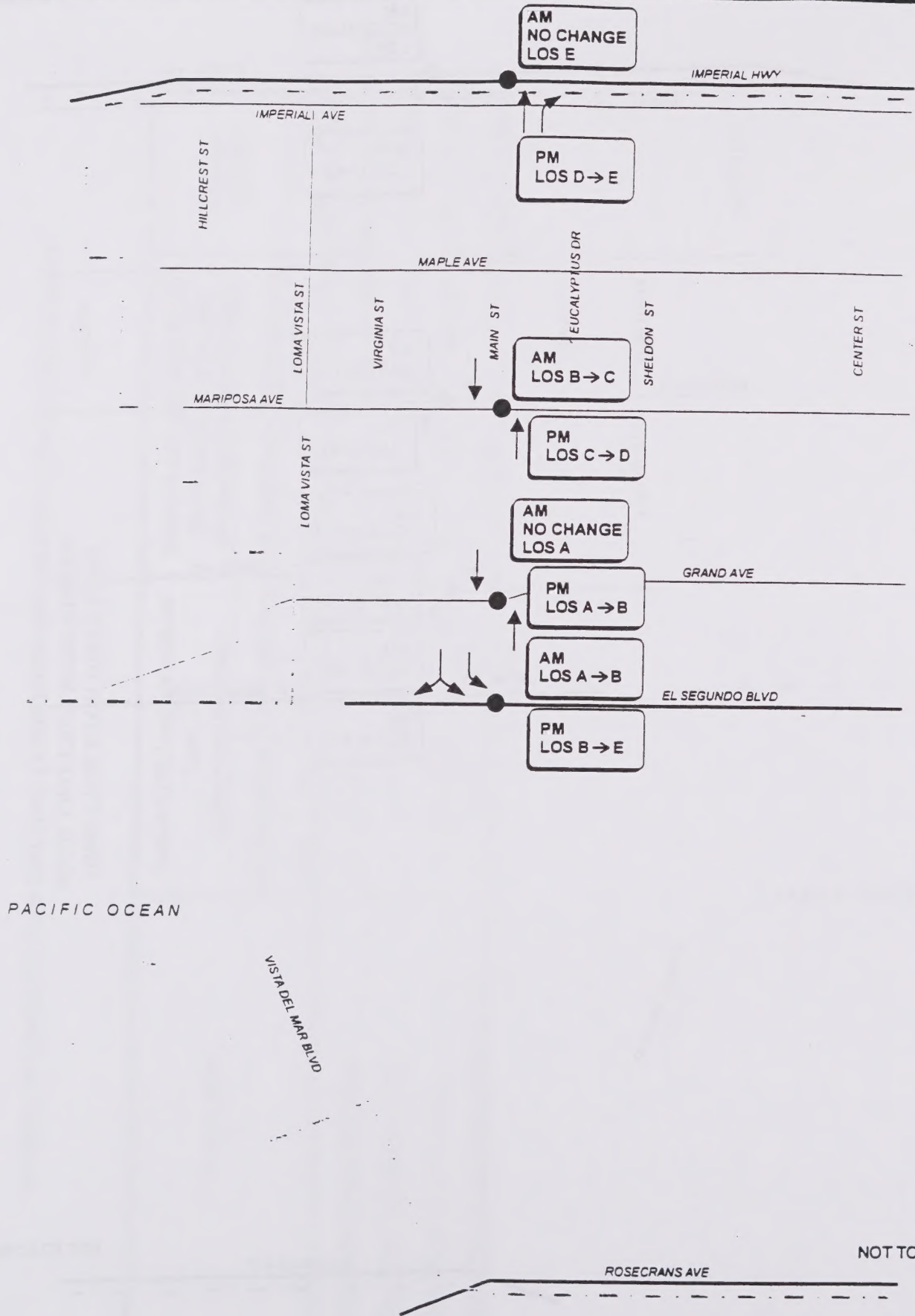
**FUTURE INTERSECTION OPERATING CONDITIONS (INCREASED DOWNTOWN DENSITY)
WITH TWO-LANE MAIN STREET
(ONE LANE EACH DIRECTION)**

Intersection	Future LOS Analysis without Lane Δs (2) lanes each directions				Future LOS with Main Street One Lane Each Direction (Increased Downtown Density)				Change in V/C	
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour			
	LOS	V/C	LOS	V/C	LOS	V/C	LOS	V/C	AM	PM
Main Street / Imperial Highway	E	0.917	D	0.861	E	0.990	E	0.952	0.073	0.091
Main Street / Mariposa Avenue	B	0.648	C	0.700	F	1.102	F	1.291	0.454	0.591
Main Street / Grand Avenue	A	0.446	A	0.523	C	0.798	F	1.025	0.352	0.502
Main Street / El Segundo Boulevard [2]	A	0.410	B	0.764	B	0.706	E	1.225	0.296	0.461



EL SEGUNDO CIRCULATION ELEMENT
Change in Level of Service
Main Street (Two Lane Facility)
Increased Downtown Density

EXHIBIT
25



Meyer, Mohaddes Associates, Inc.

An O'Connell ITS Company

EL SEGUNDO CIRCULATION ELEMENT
Change in Level of Service
Main Street (Three Lane Facility)
Increased Downtown Density

EXHIBIT

26

TABLE 15

**FUTURE INTERSECTION OPERATING CONDITIONS (INCREASED DOWNTOWN DENSITY)
WITH THREE-LANE MAIN STREET
(ONE LANE EACH DIRECTION PLUS 2-WAY LEFT TURN MEDIAN)**

Intersection	Future Analysis without Lane Δ s (2 lanes each direction)				Future LOS with Main Street One Lane Each Direction plus 2-way left turn median				Change in V/C	
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour			
	LOS	V/C	LOS	V/C	LOS	V/C	LOS	V/C	AM	PM
Main Street / Imperial Highway	E	0.917	D	0.861	E	0.990	E	0.952	0.073	0.091
Main Street / Mariposa Avenue	B	0.648	C	0.700	C	0.731	D	0.839	0.083	0.139
Main Street / Grand Avenue	A	0.446	A	0.523	A	0.545	B	0.646	0.099	0.123
Main Street / El Segundo Boulevard [2]	A	0.410	B	0.764	B	0.706	E	1.225	0.296	0.461

APPENDIX IV

EL SEGUNDO DOWNTOWN DEMOGRAPHIC DATA

**PREPARED BY KEYSER MARSTON ASSOCIATES, INC.
NOVEMBER 8, 1999**

APPENDIX IV

CL. SCOUNDO DOWN TOWY DETROIT DATA

PREPARED BY KEYSER HARTSON ASSOCIATES, INC.
MOVEMENT & LOGS

KEYSER MARSTON ASSOCIATES INC.

500 SOUTH GRAND AVENUE, SUITE 1480
LOS ANGELES, CALIFORNIA 90071
PHONE: 213/622-8095
FAX: 213/622-5204
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HARV -

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(EA-474

to Tim)

ADVISORS IN:
REAL ESTATE
REDEVELOPMENT
AFFORDABLE HOUSING
ECONOMIC DEVELOPMENT
FISCAL IMPACT
INFRASTRUCTURE FINANCE
VALUATION AND
LITIGATION SUPPORT

NOV 10 1999

MEMORANDUM

Los Angeles
Calvin E. Hollis, II
Kathleen H. Head
James A. Rabe

San Diego
Gerald M. Trimble
Robert J. Wetmore
Paul C. Marra

SAN FRANCISCO
A. Jerry Keyser
Timothy C. Kelly
Kate Earle Funk
Denise E. Conley
Debbie M. Kern
Martha N. Packard

To: Ms. Laurie Jester, Senior Planner
City of El Segundo

From: James Rabe

cc: Woodie Tescher, EIP Associates

Date: November 8, 1999

Subject: El Segundo Demographic Data

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) has assembled the attached demographic data for the one, three and five mile rings around the intersection of Grand and Main. We have included both the summary graphics and the detailed data.

Please note that the three mile ring has significantly higher income than does the immediate market area and the five mile ring area.

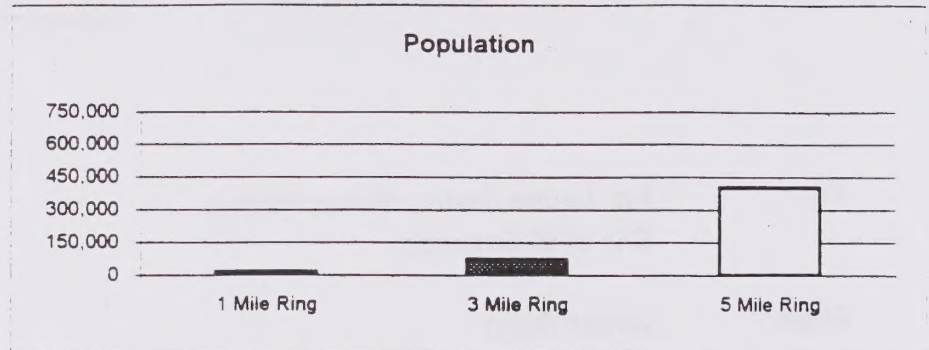
Attachments

TABLE 1

1999 DEMOGRAPHICS
INTERSECTION OF GRAND AND MAIN
CITY OF EL SEGUNDO

Population

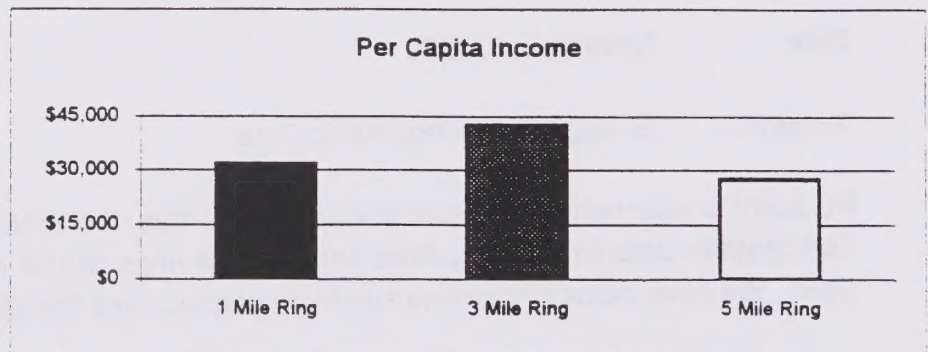
1 Mile Ring	14,000
3 Mile Ring	71,000
5 Mile Ring	401,000



Source: NDS

Per Capita Income

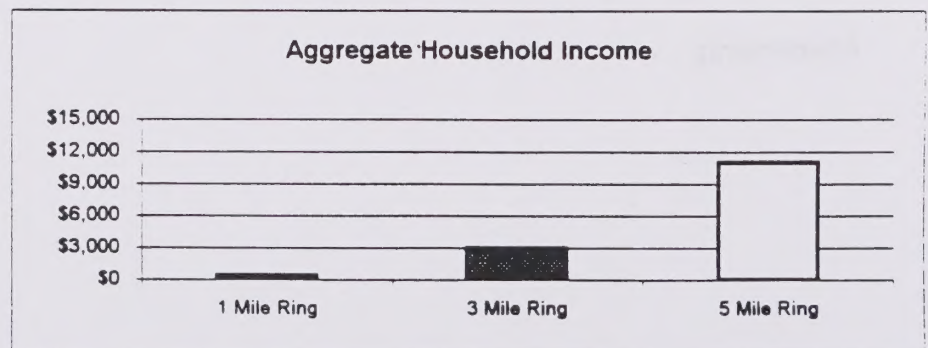
1 Mile Ring	\$31,600
3 Mile Ring	\$42,400
5 Mile Ring	\$27,500



Source: NDS

Aggregate Household Income (\$000)

1 Mile Ring	\$440
3 Mile Ring	\$3,000
5 Mile Ring	\$11,000



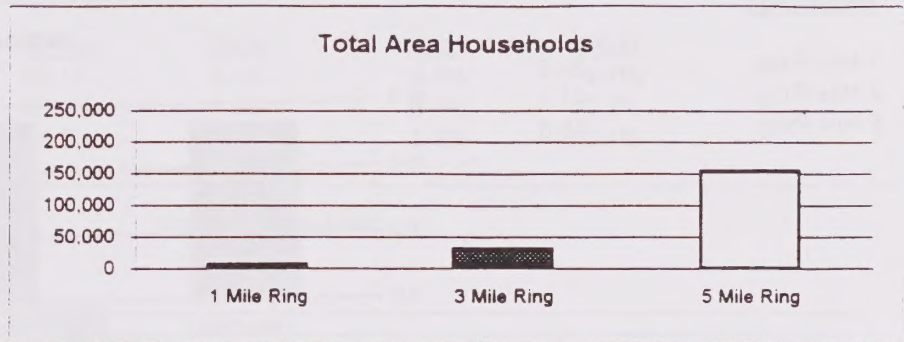
Source: NDS

TABLE 1 (CONT.)

1999 DEMOGRAPHICS
INTERSECTION OF GRAND AND MAIN
CITY OF EL SEGUNDO

Total Area Households

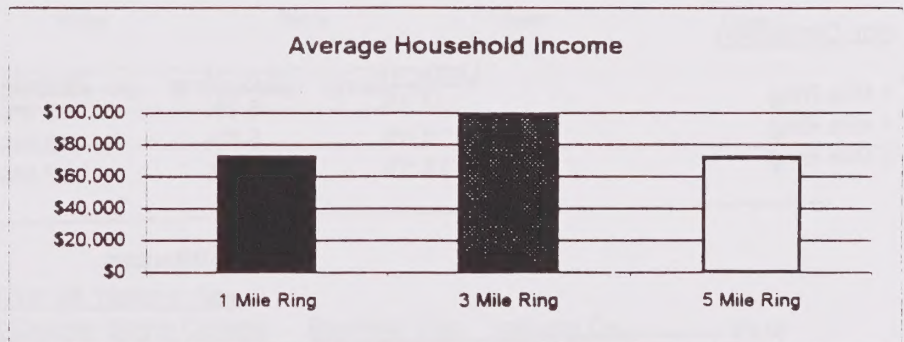
1 Mile Ring	6,346
3 Mile Ring	30,311
5 Mile Ring	154,392



Source: NDS

Average Household Income

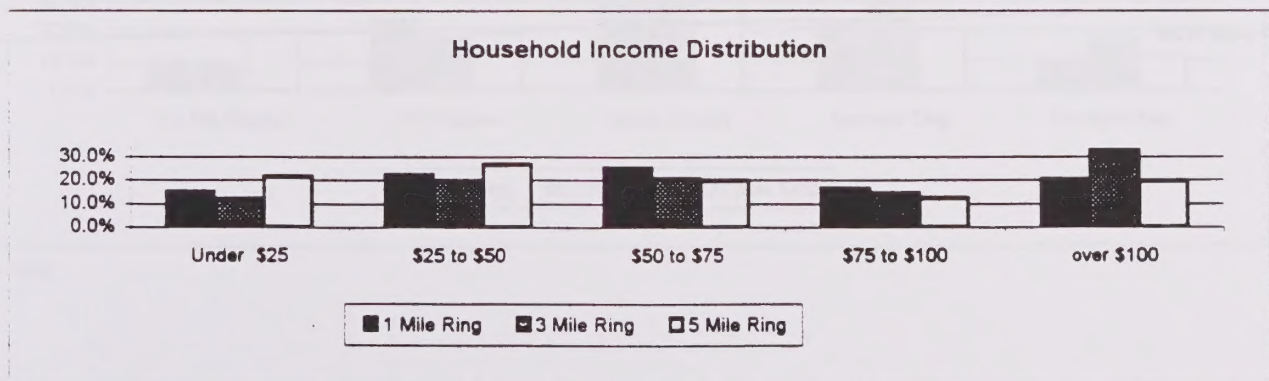
1 Mile Ring	\$72,200
3 Mile Ring	\$99,000
5 Mile Ring	\$71,500



Source: NDS

Household Income Distribution

	<u>Under \$25</u>	<u>\$25 to \$50</u>	<u>\$50 to \$75</u>	<u>\$75 to \$100</u>	<u>over \$100</u>
1 Mile Ring	15.1%	22.3%	25.5%	16.6%	20.5%
3 Mile Ring	12.1%	19.8%	20.7%	14.7%	32.8%
5 Mile Ring	21.4%	26.6%	20.0%	12.3%	19.7%



Source: NDS

Source: NDS

Prepared By: Keyser Marston Associates, Inc.

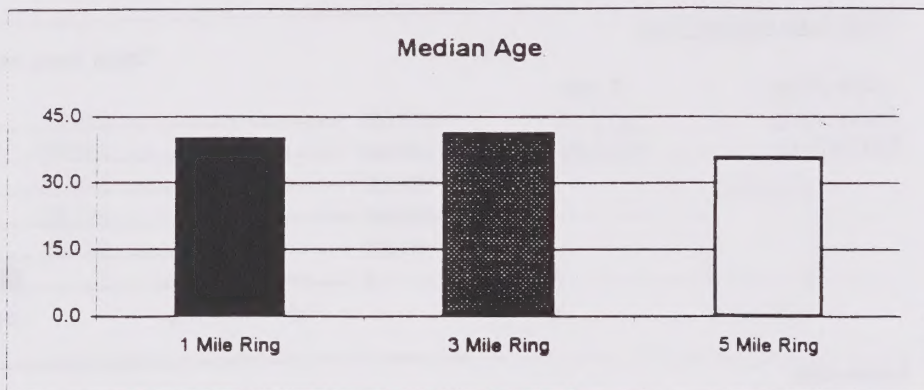
Filename: Demographics.xls; Chart: 11/5/99; KEE

TABLE 1 (CONT.)

1999 DEMOGRAPHICS
INTERSECTION OF GRAND AND MAIN
CITY OF EL SEGUNDO

Median Age

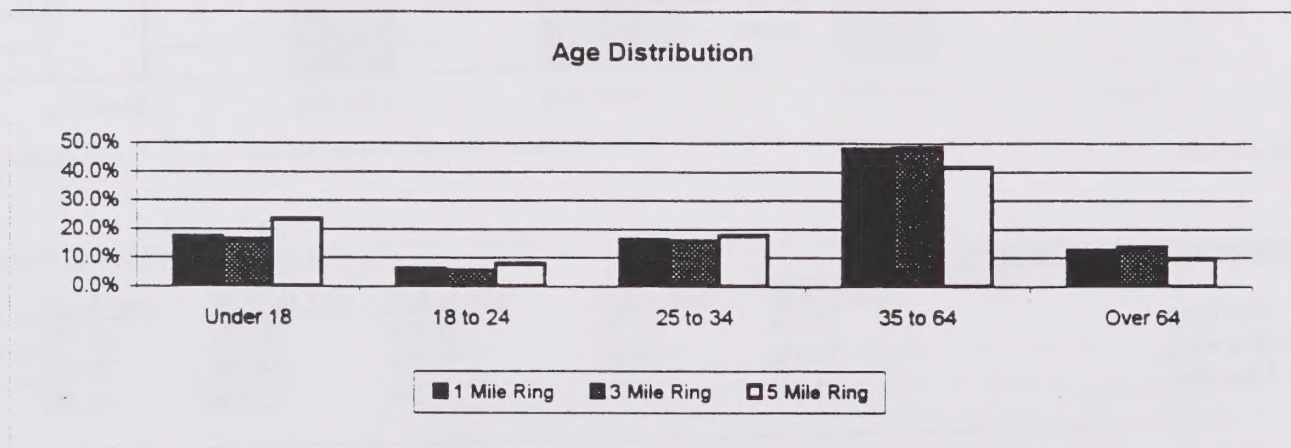
1 Mile Ring	39.8
3 Mile Ring	41.1
5 Mile Ring	35.6



Source: NDS

Age Distribution

	<u>Under 18</u>	<u>18 to 24</u>	<u>25 to 34</u>	<u>35 to 64</u>	<u>Over 64</u>
1 Mile Ring	17.1%	6.2%	16.3%	47.9%	12.5%
3 Mile Ring	16.4%	5.5%	15.9%	48.4%	13.8%
5 Mile Ring	23.5%	7.8%	17.6%	41.5%	9.7%



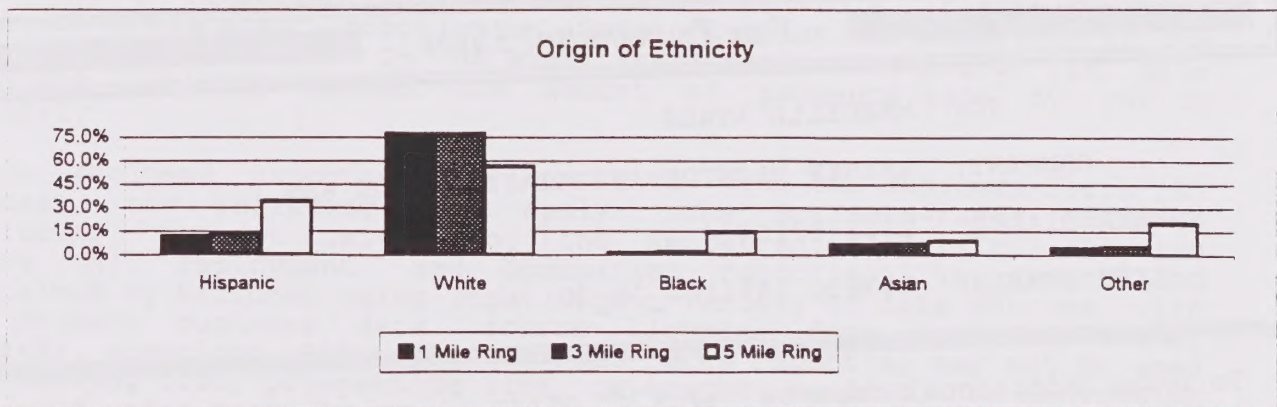
Source: NDS

TABLE 1 (CONT.)

1999 DEMOGRAPHICS
INTERSECTION OF GRAND AND MAIN
CITY OF EL SEGUNDO

Origin of Ethnicity¹

	<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>Asian</u>	<u>Other</u>
1 Mile Ring	11.8%	88.1%	1.1%	6.4%	4.4%
3 Mile Ring	13.3%	86.1%	1.9%	6.8%	5.2%
5 Mile Ring	33.9%	56.3%	14.5%	8.9%	20.4%

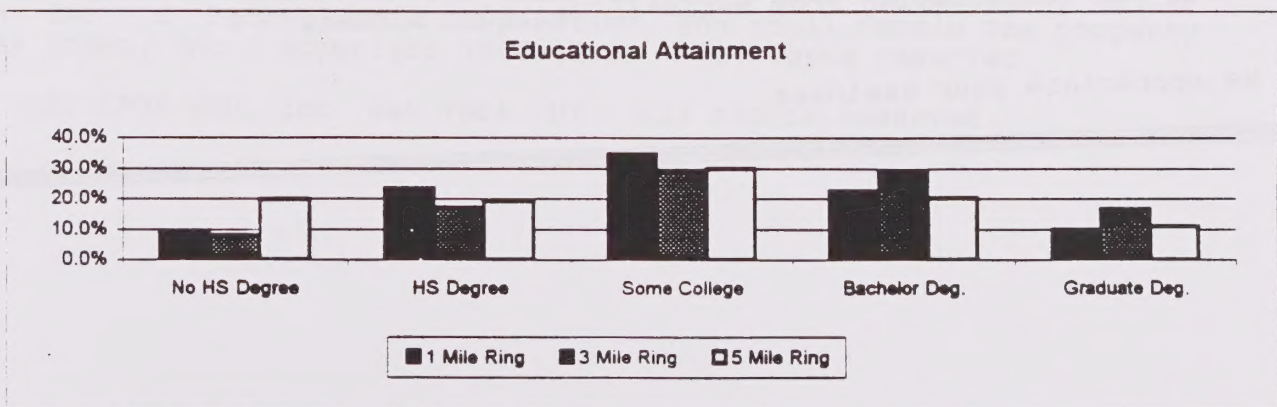


¹ Hispanics are also included in other categories.

Source: NDS

Educational Attainment of Residents Over 25 Years in Age

	<u>No HS Degree</u>	<u>HS Degree</u>	<u>Some College</u>	<u>Bachelor Deg.</u>	<u>Graduate Deg.</u>
1 Mile Ring	9.5%	23.4%	34.7%	22.5%	10.0%
3 Mile Ring	8.0%	17.1%	29.2%	29.1%	16.7%
5 Mile Ring	19.8%	19.2%	29.9%	20.3%	10.9%



Source: NDS

Source: NDS

Prepared By: Keyser Marston Associates, Inc.

Filename: Demographics.xls; Chart: 11/5/99; KEE



NATIONAL DECISION SYSTEMS

Fax Transmittal Sheet

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COMPANY: KEYSER MARSTON ASSOCIATES - LOS ANG

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Account Number : 316134

Thursday November 4, 1999

POP FACTS DATABASE
 (DEMOGRAPHIC SNAPSHOT REPORT)
 BY NATIONAL DECISION SYSTEMS 800-866-6510
 PREPARED FOR
 KEYSER MARSTON ASSOCIATES - LOS ANG

E GRAND AVE AND MAIN ST
 EL SEGUNDO, CA

SITE: 543656
 COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 EST. FAMILY HH BY INCOME	3406	16386	87698
\$500,000 +	0.37%	3.04%	1.11%
\$250,000 TO \$499,999	1.35%	5.88%	2.52%
\$150,000 TO \$249,999	6.89%	13.97%	7.47%
\$125,000 TO \$149,999	6.52%	7.16%	4.64%
\$100,000 TO \$124,999	9.01%	8.63%	6.88%
\$ 75,000 TO \$ 99,999	20.33%	15.17%	13.00%
\$ 60,000 TO \$ 74,999	15.89%	11.96%	11.92%
\$ 55,000 TO \$ 59,999	6.03%	4.02%	4.30%
\$ 50,000 TO \$ 54,999	3.81%	3.81%	4.80%
\$ 35,000 TO \$ 49,999	13.09%	10.85%	14.92%
\$ 25,000 TO \$ 34,999	5.48%	6.05%	10.45%
\$ 15,000 TO \$ 24,999	7.20%	5.61%	9.34%
\$ 5,000 TO \$ 14,999	3.31%	2.89%	6.49%
UNDER \$5,000	0.72%	0.95%	2.15%
1999 AVERAGE FAMILY HH INCOME	\$83,480	\$116,013	\$80,561
1999 MEDIAN FAMILY HH INCOME	\$69,769	\$81,358	\$57,156
1999 ESTIMATED POPULATION BY SEX	14483	70647	400618
MALE	50.37%	50.34%	50.38%
FEMALE	49.63%	49.66%	49.62%
1999 MARITAL STATUS	12390	60659	318951
SINGLE MALE	18.88%	19.60%	20.84%
SINGLE FEMALE	13.94%	15.04%	15.97%
MARRIED	47.12%	47.55%	44.36%
PREVIOUSLY MARRIED MALE	7.38%	6.66%	6.97%
PREVIOUSLY MARRIED FEMALE	12.68%	11.15%	11.87%
1999 HOUSEHOLDS WITH CHILDREN	1531	6769	45852
MARRIED COUPLE FAMILY	71.47%	77.01%	66.15%
OTHER FAMILY-MALE HEAD	6.00%	5.35%	8.20%
OTHER FAMILY-FEMALE HEAD	20.40%	16.07%	24.02%
NON FAMILY	2.14%	1.56%	1.62%

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 EL SEGUNDO, CA

SITE: 543656
 COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 ESTIMATED POPULATION	14483	70647	400618
UNDER 1 YEAR	0.88%	0.86%	1.40%
1 TO 2 YEARS	1.81%	1.76%	2.75%
3 TO 4 YEARS	1.91%	1.80%	2.74%
5 TO 9 YEARS	5.09%	5.05%	7.04%
10 TO 14 YEARS	4.77%	4.66%	6.45%
15 TO 17 YEARS	2.63%	2.26%	3.10%
18 TO 20 YEARS	2.26%	2.18%	3.19%
21 TO 24 YEARS	3.97%	3.36%	4.56%
25 TO 29 YEARS	7.54%	7.43%	8.33%
30 TO 34 YEARS	8.71%	8.47%	9.26%
35 TO 39 YEARS	10.79%	9.93%	9.93%
40 TO 44 YEARS	10.31%	10.20%	9.28%
45 TO 49 YEARS	8.51%	9.17%	7.83%
50 TO 54 YEARS	7.72%	8.05%	6.25%
55 TO 59 YEARS	5.71%	6.13%	4.62%
60 TO 64 YEARS	4.87%	4.88%	3.57%
65 TO 69 YEARS	3.89%	4.24%	3.08%
70 TO 74 YEARS	3.17%	3.66%	2.57%
75 TO 79 YEARS	2.42%	2.79%	1.89%
80 TO 84 YEARS	1.66%	1.77%	1.18%
85+ YEARS	1.38%	1.34%	0.97%
1999 MEDIAN AGE	39.83	41.10	35.59
1999 AVERAGE AGE	39.88	40.84	35.62

Account Number : 316134

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E GRAND AVE AND MAIN ST
EL SEGUNDO, CA

SITE: 543656
COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 ESTIMATED FEMALE POPULATION	7188	35080	198787
UNDER 1 YEAR	0.91%	0.85%	1.39%
1 TO 2 YEARS	1.80%	1.73%	2.72%
3 TO 4 YEARS	1.87%	1.76%	2.71%
5 TO 9 YEARS	4.94%	4.98%	6.97%
10 TO 14 YEARS	4.58%	4.56%	6.37%
15 TO 17 YEARS	2.58%	2.25%	3.03%
18 TO 20 YEARS	2.01%	2.13%	3.19%
21 TO 24 YEARS	3.88%	3.29%	4.53%
25 TO 29 YEARS	7.12%	6.96%	7.75%
30 TO 34 YEARS	8.48%	8.04%	8.73%
35 TO 39 YEARS	10.52%	9.67%	9.76%
40 TO 44 YEARS	9.94%	10.03%	9.22%
45 TO 49 YEARS	8.41%	8.92%	7.81%
50 TO 54 YEARS	7.95%	8.05%	6.26%
55 TO 59 YEARS	5.31%	5.93%	4.62%
60 TO 64 YEARS	4.82%	4.83%	3.66%
65 TO 69 YEARS	4.19%	4.41%	3.29%
70 TO 74 YEARS	3.56%	4.11%	2.86%
75 TO 79 YEARS	2.83%	3.26%	2.20%
80 TO 84 YEARS	2.23%	2.21%	1.52%
85+ YEARS	2.09%	2.04%	1.41%
1999 MEDIAN AGE FEMALE	40.67	41.89	36.34
1999 AVERAGE AGE FEMALE	41.03	41.89	36.49
1999 POPULATION BY HOUSEHOLD TYPE	14483	70647	400618
FAMILY HOUSEHOLDS	71.05%	69.96%	74.29%
NON-FAMILY HOUSEHOLDS	28.80%	29.18%	23.86%
GROUP QUARTERS	0.01%	0.73%	1.08%
1999 POPULATION BY URBAN VS RURAL	14483	70647	400618
URBAN	100.00%	100.00%	100.00%
RURAL	0.00%	0.00%	0.00%

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SITE: 543656
COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 HOUSEHOLDS BY TYPE			
SINGLE MALE	6346	30311	154392
SINGLE FEMALE	14.88%	14.99%	15.28%
MARRIED COUPLE	16.03%	14.56%	14.06%
OTHER FAMILY-MALE HEAD	41.48%	43.40%	40.55%
OTHER FAMILY-FEMALE HEAD	3.36%	3.16%	4.90%
NON FAMILY-MALE HEAD	8.83%	7.50%	11.35%
NON FAMILY-FEMALE HEAD	9.26%	9.84%	8.54%
	6.17%	6.55%	5.32%
FEMALES 16+ WITH CHILDREN 0-17			
EMPLOYED/CHILD 0-5	5653	27886	148966
UNEMPLOYED/CHILD 0-5	3.83%	4.72%	5.39%
NOT IN LABOR FORCE/CHILD 0-5	0.23%	0.12%	0.47%
EMPLOYED/CHILD 6-17	1.48%	2.57%	3.49%
UNEMPLOYED/CHILD 6-17	10.48%	8.39%	8.73%
NOT IN LABOR FORCE/CHILD 6-17	0.14%	0.22%	0.52%
EMPLOYED/CHILD 0-5&6-17	2.24%	2.37%	3.06%
UNEMPLOYED/CHILD 0-5&6-17	1.94%	1.75%	3.07%
NOT IN LABOR FORCE/CHILD 0-5&6-17	0.14%	0.08%	0.33%
EMPLOYED/NO CHILDREN	2.57%	1.81%	3.06%
UNEMPLOYED/NO CHILDREN	51.72%	52.28%	45.17%
NOT IN LABOR FORCE/NO CHILDREN	1.69%	1.76%	2.37%
	23.55%	23.93%	24.34%
HOUSEHOLDS: AGE BY POVERTY STATUS			
ABOVE POVERTY UNDER AGE 65	6165	29048	146566
ABOVE POVERTY AGE 65 +	81.46%	82.38%	79.95%
BELOW POVERTY UNDER AGE 65	14.27%	13.86%	11.88%
BELOW POVERTY AGE 65 +	3.53%	3.13%	7.25%
	0.75%	0.64%	0.92%
1999 POPULATION 16+ BY EMPLOYMENT			
EMPLOYED IN ARMED FORCES	12249	60071	314518
EMPLOYED CIVILIANS	1.02%	0.38%	0.32%
UNEMPLOYED CIVILIANS	73.16%	73.32%	70.18%
NOT IN LABOR FORCE	2.52%	2.59%	4.24%
	23.30%	23.71%	25.27%

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EL SEGUNDO, CA

SITE: 543656
COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 EMPLOYED CIVILIANS-OCCUPATION	8962	44045	220713
EXECUTIVE AND MANAGERIAL	22.64%	24.45%	17.64%
PROFESSIONAL SPECIALTY	19.28%	23.22%	17.27%
TECHNICAL SUPPORT	3.62%	4.20%	3.95%
SALES	9.95%	13.52%	11.99%
ADMINISTRATIVE SUPPORT	19.00%	14.18%	17.02%
SERVICE: PRIVATE HOUSEHOLD	0.09%	0.27%	0.50%
SERVICE: PROTECTIVE	2.45%	1.38%	1.55%
SERVICE: OTHER	5.77%	6.47%	9.21%
FARMING, FORESTRY & FISHING	0.88%	0.46%	0.97%
PRECISION PRODUCTION & CRAFT	10.28%	6.83%	9.76%
MACHINE OPERATOR	2.68%	2.11%	4.50%
TRANS. AND MATERIAL MOVING	1.86%	1.42%	2.66%
HANDLERS, HELPERS & LABORERS	1.51%	1.51%	2.97%
1999 EMPLOYED CIVILIANS-CLASS	8962	44045	220713
PRIVATE FOR PROFIT WAGE/SALARY	77.59%	76.84%	77.22%
PRIV. FOR NON-PROFIT WAGE/SALARY	4.52%	4.91%	4.74%
LOCAL GOVERNMENT WORKERS	6.37%	5.74%	5.96%
STATE GOVERNMENT WORKERS	1.67%	1.74%	1.96%
FEDERAL GOVERNMENT WORKERS	3.38%	1.92%	2.54%
SELF-EMPLOYED WORKERS	6.44%	8.69%	7.19%
UNPAID FAMILY WORKERS	0.03%	0.16%	0.40%
1999 FAMILIES BY NUMBER OF WORKERS	3406	16386	87698
NO WORKERS	9.83%	8.83%	9.04%
ONE WORKERS	27.87%	27.29%	28.96%
TWO WORKERS	51.14%	52.48%	48.58%
THREE + WORKERS	11.16%	11.40%	13.42%
1999 POPULATION BY TYPE	14483	70647	400618
NOT HISPANIC	88.18%	86.71%	66.12%
MEXICAN	5.93%	7.42%	22.35%
PUERTO RICAN	0.45%	0.37%	0.87%
CUBAN	0.52%	1.13%	1.40%
OTHER HISPANIC	4.92%	4.38%	9.27%

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 EL SEGUNDO, CA

SITE: 543656
 COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 HISPANICS BY RACE	1712	9392	135741
WHITE	66.26%	63.13%	38.09%
BLACK	0.00%	0.00%	1.57%
ASIAN & PACIFIC ISLANDER	1.02%	1.17%	1.81%
OTHER	32.73%	35.70%	58.54%
1999 WORKERS- TRANSPORTATION TO WORK	8918	43493	216651
DRIVE ALONE	81.24%	82.96%	77.17%
CAR POOL	10.21%	8.14%	12.23%
SUBWAY	0.00%	0.00%	0.02%
BUS OR TROLLEY BUS	0.82%	1.00%	3.40%
STREETCAR OR TROLLEY CAR	0.00%	0.02%	0.01%
TAXICAB	0.00%	0.04%	0.06%
FERRY BOAT	0.00%	0.00%	0.01%
RAILROAD	0.00%	0.00%	0.00%
DRIVE MOTORCYCLE	1.43%	0.87%	0.68%
WALKED ONLY	3.17%	2.59%	2.67%
OTHER MEANS	0.39%	0.32%	0.56%
BICYCLE	0.96%	0.83%	0.85%
WORKED AT HOME	1.77%	3.24%	2.33%
1999 WORKERS BY TRAVEL TIME TO WORK	8918	43493	216651
WORK AT HOME	1.77%	3.24%	2.33%
UNDER 10 MINUTES	22.41%	15.15%	10.11%
10 TO 29 MINUTES	51.07%	47.76%	51.65%
30 TO 39 MINUTES	13.28%	15.63%	17.95%
40 TO 44 MINUTES	2.82%	4.20%	4.01%
45 TO 59 MINUTES	6.59%	9.34%	8.28%
60 TO 89 MINUTES	1.81%	4.14%	4.62%
90+ MINUTES	0.25%	0.54%	1.04%
AVERAGE TRAVEL TIME IN MINUTES	18.35	22.21	23.75

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 EL SEGUNDO, CA

SITE: 543656
 COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 HH BY NUMBER OF VEHICLES	6346	30311	154392
NO VEHICLES	5.51%	3.49%	6.90%
1 VEHICLE	34.17%	33.19%	38.78%
2 VEHICLES	45.03%	44.36%	38.51%
3 VEHICLES	11.09%	13.91%	11.49%
4 VEHICLES	3.39%	3.68%	3.16%
5 VEHICLES OR MORE	0.81%	1.37%	1.17%
ESTIMATED TOTAL VEHICLES	11137	56352	261402
1999 POPULATION 25+ BY EDUCATION	11107	55149	275462
ELEMENTARY (0-8)	2.68%	2.29%	9.04%
SOME HIGH SCHOOL (9-11)	6.77%	5.67%	10.72%
HIGH SCHOOL GRADUATE (12)	23.36%	17.10%	19.22%
SOME COLLEGE (13-15)NO DEGREE	26.21%	21.29%	22.07%
ASSOCIATE DEGREE ONLY	8.52%	7.90%	7.84%
BACHELOR DEGREE ONLY	22.47%	29.05%	20.27%
GRADUATE DEGREE	9.99%	16.70%	10.85%
POPULATION ENROLLED IN SCHOOL	3207	15028	96930
PUBLIC PRE-PRIMARY	4.66%	3.83%	3.01%
PRIVATE PRE-PRIMARY	3.15%	3.75%	2.93%
PUBLIC ELEMENTARY & HIGH SCHOOL	48.46%	38.83%	48.38%
PRIVATE ELEMENTARY & HIGH SCHOOL	6.31%	8.66%	7.80%
COLLEGE	37.41%	44.93%	37.88%
HOUSING UNITS BY OCCUPANCY STATUS	6526	31214	156674
OCCUPIED	94.00%	93.24%	93.30%
VACANT	6.00%	6.76%	6.70%
VACANT UNITS	391	2109	10505
FOR RENT	67.87%	58.88%	60.17%
FOR SALE ONLY	9.55%	12.99%	11.42%
SEASONAL	1.81%	3.68%	3.37%
OTHER	20.76%	24.45%	25.05%

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POP FACTS DATABASE
 (DEMOGRAPHIC SNAPSHOT REPORT)
 BY NATIONAL DECISION SYSTEMS 800-866-6510
 PREPARED FOR
 KEYSER MARSTON ASSOCIATES - LOS ANG

E GRAND AVE AND MAIN ST
 EL SEGUNDO, CA

SITE: 543656
 COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 OWNER OCCUPIED PROPERTY VALUES	2027	13609	49658
\$500,000+	15.53%	39.92%	20.08%
\$400,000 TO \$499,999	22.48%	15.42%	13.75%
\$300,000 TO \$399,999	38.80%	18.95%	23.41%
\$250,000 TO \$299,999	12.11%	10.59%	12.74%
\$200,000 TO \$249,999	6.01%	9.21%	12.74%
\$175,000 TO \$199,999	1.59%	2.18%	5.05%
\$150,000 TO \$174,999	0.94%	1.13%	4.00%
\$125,000 TO \$149,999	0.70%	0.79%	3.15%
\$100,000 TO \$124,999	0.74%	0.67%	2.23%
\$ 75,000 TO \$ 99,999	0.31%	0.40%	1.45%
\$ 60,000 TO \$ 74,999	0.22%	0.21%	0.37%
\$ 50,000 TO \$ 59,999	0.16%	0.13%	0.18%
\$ 35,000 TO \$ 49,999	0.25%	0.21%	0.31%
\$ 25,000 TO \$ 34,999	0.05%	0.08%	0.22%
\$ 15,000 TO \$ 24,999	0.10%	0.05%	0.18%
UNDER \$15,000	0.01%	0.05%	0.13%
1999 MEDIAN OWNER OCC. PROP. VALUE	\$369,250	\$434,667	\$330,926
1990 TOTAL RENTAL UNITS	3655	12689	84775
1990 MEDIAN RENT	\$768	\$843	\$713

Account Number : 316134

Thursday November 4, 1999

POP FACTS DATABASE
(DEMOGRAPHIC SNAPSHOT REPORT)
BY NATIONAL DECISION SYSTEMS 800-866-6510
PREPARED FOR

KEYSER MARSTON ASSOCIATES - LOS ANG
E GRAND AVE AND MAIN ST
EL SEGUNDO, CA

SITE: 543656
COORD: 33:55.14 118:24.90

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
1999 PERSONS IN UNIT	6346	30311	154392
1 PERSON UNITS	30.91%	29.55%	29.34%
2 PERSON UNITS	36.77%	36.79%	31.58%
3 PERSON UNITS	15.55%	16.46%	16.36%
4 PERSON UNITS	10.68%	10.86%	11.20%
5 PERSON UNITS	3.75%	4.13%	5.56%
6 PERSON UNITS	1.47%	1.41%	2.79%
7+ PERSON UNITS	0.87%	0.81%	3.17%
1999 YEAR ROUND UNITS IN STRUCTURE	6706	32278	164366
SINGLE UNITS DETACHED	42.64%	52.49%	39.14%
SINGLE UNITS ATTACHED	3.97%	5.84%	8.11%
DOUBLE UNITS	3.46%	6.75%	4.58%
3 TO 9 UNITS	30.17%	15.30%	18.21%
10 TO 19 UNITS	10.28%	5.39%	8.57%
20 TO 49 UNITS	5.33%	5.46%	9.54%
50 + UNITS	2.83%	7.46%	9.95%
MOBILE HOME OR TRAILER	0.01%	0.02%	0.64%
ALL OTHER	1.30%	1.30%	1.25%
1999 SINGLE/MULTIPLE UNIT RATIO	0.89	1.45	0.93
HOUSING UNITS BY YEAR BUILT	6129	28990	146046
BUILT 1989 TO MARCH 1990	2.31%	1.87%	2.27%
BUILT 1985 TO 1988	12.96%	7.33%	9.31%
BUILT 1980 TO 1984	9.81%	7.36%	6.44%
BUILT 1970 TO 1979	8.97%	10.52%	15.89%
BUILT 1960 TO 1969	16.91%	15.85%	19.72%
BUILT 1950 TO 1959	20.95%	29.21%	24.27%
BUILT 1940 TO 1949	15.03%	19.15%	15.90%
BUILT 1939 OR EARLIER	13.06%	8.71%	6.19%

Account Number : 316134

Thursday November 4, 1999

TIGER SITE MAP
1, 3 AND 5 MILE RADII
BY NATIONAL DECISION SYSTEMS 800-866-6510
PREPARED FOR
KEYSER MARSTON ASSOCIATES - LOS ANG

E GRAND AVE AND MAIN ST
EL SEGUNDO, CA

SITE : 543656
COORD : 33:55.14 118:24.90



1.57 Miles



APPENDIX V

IMPLEMENTATION FUNDING OPTIONS FOR DOWNTOWN SPECIFIC PLAN

PREPARED BY KEYSER MARSTON ASSOCIATES, INC.
APRIL 18 AND 27, 2000

APPENDIX A

IMPLEMENTATION FUNDING OPTIONS FOR
DOWNTOWN REDEVELOPMENT

PREPARED BY KETTER MARSTON ASSOCIATES, INC.
APRIL 14, 2000

KEYSER MARSTON ASSOCIATES INC.

500 SOUTH GRAND AVENUE, SUITE 1480
LOS ANGELES, CALIFORNIA 90071
PHONE: 213-622-8095
FAX: 213-622-5204
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ADVISORS IN
REAL ESTATE
REDEVELOPMENT
AFFORDABLE HOUSING
ECONOMIC DEVELOPMENT
FISCAL IMPACT
INFRASTRUCTURE FINANCE
VALUATION AND
LITIGATION SUPPORT

MEMORANDUM

To: Chris Ketz, Planning Manager
Laurie Jester, Senior Planner
City of El Segundo

From: Keyser Marston Associates, Inc.

cc: Woodie Tescher, EIP Associates

Date: April 18, 2000

Subject: Implementation Options for Downtown Specific Plan

Los Angeles
Calvin E. Hollis, II
Kathleen H. Head
James A. Rabe

San Diego
Gerald M. Trimble
Robert J. Wetmore
Paul C. Marra

SAN FRANCISCO
A. Jerry Keyser
Timothy C. Kelly
Kate Earle Funk
Denise E. Conley
Debbie M. Kern
Martha N. Packard

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) has prepared this memorandum on economic options for implementing the elements of the City of El Segundo (City) Downtown Specific Plan. In preparing this memorandum, KMA met with both of you, toured the downtown area with Laurie, reviewed the March 1, 2000 memorandum on the Downtown Specific Plan Concept Plan Document, reviewed drafts of the various chapters of the Specific Plan, reviewed existing ordinances of the City, and reviewed demographic information and the market analysis for the boutique hotel prepared by PKF. In addition, we have taken into account the experiences of other communities.

BACKGROUND

It is our understanding that the City is currently preparing a new specific plan for the downtown area. It is the goal of the City to increase the vibrancy of the area for the residents and employees of the City, but there is not a desire to draw regional visitors as have other beach communities. The City is investigating options for attracting new businesses and increasing activity in the area.

Our review of the area indicates that there are few vacancies in the area. There are, however, a number of office or business tenants in the area. This is not necessarily a problem, but it may be an indication that retail demand may be limited in the area. The office uses can provide daytime foot traffic in the area, which helps to support the existing retail uses.

To: Chris Ketz
Laurie Jester, City of El Segundo
Subject: Implementation Options for Downtown Specific Plan

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Also the mix of office uses in the area provides some basis for considering shared parking benefits in the area because office parking peaks at different times than does retail parking. We also noticed that the signage for parking was limited to non-existent. Also, the parking appears to be fragmented and poorly laid out.

Discussions with staff indicated that the City has initiated some events programming for the area. There is also consideration of some type of shuttle system to bring employees from the Sepulveda business area of El Segundo to the downtown area at lunchtime.

Finally the small scale of the downtown area makes it unlikely that a redevelopment project area is necessary to accomplish the objectives of the City. Torrance has used redevelopment to fund its large-scale activities in its downtown. Its façade rehabilitation program, which could be relevant to El Segundo, is funded with redevelopment funds. Santa Monica and Pasadena have also used redevelopment to create large downtown areas. In any event the small scale of downtown increases the probability that a redevelopment project area would not create sufficient revenues to fund activities.

REQUIRED ANALYSES

The Concept Plan indicates that the City has strategic sites in which it wishes to locate new uses. At the same time, the Concept Plan recognizes that the Downtown retail area may need to shrink or be consolidated if there is not sufficient demand. As part of the implementation of the Specific Plan, the City will need to undertake a comprehensive market analysis of its downtown area and the local community to determine which segments of the marketplace are under served and represent an opportunity and which areas are over served and could be consolidated. This is particularly important if the goal is to create a downtown area that caters primarily to local residents and employees. If the City finds that there is already sufficient retail activity in the downtown area to serve the local community, then the economic activities should focus on relocating activities to a core area rather than trying to attract additional retail businesses.

The City also needs to undertake a parking analysis for the downtown area (this may be underway already). Retail customers need to be able to get to their destinations conveniently. In a suburban context, this means driving and parking. If parking can't be found or if it is inconvenient, then retail customers will shop elsewhere. The parking does not need to be adjacent to a particular retail establishment, but it does need to be convenient to the establishment. Therefore, the City needs to evaluate the parking in the area to determine: (1) is there enough parking, (2) is the parking convenient, (3) can the existing parking be reconfigured to create more parking, and (4) what are the likely future demands for parking.

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Laurie Jester, City of El Segundo
Subject: Implementation Options for Downtown Specific Plan

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IMPLEMENTATION

The implementation of the economic aspects of the Specific Plan fall into three categories:

- Business attraction
- Physical improvements
- Business activity

Business Attraction and Incentives

The City has previously enacted a business attraction ordinance that allows the City to credit business license fees, utility users taxes, and certain building permit fees on a project by project basis. This program applies to businesses in specific sectors of the economy. For the most part, the program is designed to provide assistance over a three year period and is coupled with a requirement that the business remain in the City for at least six years. This program is likely to be helpful to businesses that need help to reduce risks during the initial start up period.

The City has been trying to attract a hotel to the area, but has not been successful. The demographics for the area indicate that a boutique hotel could be successful as noted in the PKF report. The attraction program does not allow for assistance through the use of transient occupancy taxes, but we do not believe that the lack of an attraction program is the problem. Based on our discussions with staff, we believe that, with respect to the Ralph's site, the issue is not an incentive or attraction program. It is more likely an issue of having to develop the hotel on a ground lease and that the owner and tenant are asking too much for the property.

In the context of the Specific Plan we do not believe that the City needs to create additional business attraction incentives. On a case-by-case basis, the City may need to augment the current crediting program, which is already allowed under the ordinance. The City should be careful with respect to the Ralph's site because if the current landowner and tenant perceive that the City will highly subsidize a preferred use, then the landowner and tenant are likely to hold the City "hostage" and enrich themselves at the City's expense. The City may have to consider an assistance package for a hotel project, but this should only be taken up when a hotel project comes forward.

The City might also consider the implementation of a rehabilitation loan program or façade improvement loan program. In these programs the City lends money to the business owner to rehabilitate the property or the building façade. The City usually requires a maintenance agreement or covenant to ensure that the property is subsequently maintained. The loan can carry a lower interest rate due to the City's lower cost of funds. As noted above, Torrance

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Laurie Jester, City of El Segundo
Subject: Implementation Options for Downtown Specific Plan

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funds their rehabilitation and façade program with redevelopment funds. The City would need to find a source of funds to seed a loan program.

Physical Improvements

The Specific Plan includes an initial scope of streetscape and other public improvements. It is our understanding that the City has programmed the first phase of improvements in the City Budget.

On an ongoing basis, the City should consider funding improvements through its capital programs and through the creation of a Property and Business Improvement District (PBID). A PBID differs from a Business Improvement District (BID) – discussed in the section below – in that a PBID assesses property owners rather than business owners. Summaries of PBIDs and BIDs are provided in Table 1. PBIDs are formed under the Property and Business Improvement Law of 1994. The steps for creating a PBID are more rigorous than for a BID, but the PBID can plan for improvements over a five year period and is the better vehicle for funding improvements, security and maintenance activities that benefit and improve property values rather than business activities. A PBID is created by the property owners in conjunction with the City and allows the property owners to assess themselves.

The City may also wish to consider the creation of a parking district to better rationalize the provision of existing parking and the creation of new centralized parking, if necessary. The City, property owners and business owners may find through a parking analysis that flexible parking requirements coupled with consolidation and re-striping of the existing private parking in the area may be sufficient to meet requirements without the construction of a costly parking structure. Additional development in the area could pay an in-lieu parking fee, which would be used to either offset the costs of the consolidating the existing parking, or would contribute toward the costs of a future parking structure.

Business Activities

The City has already established some activities in the downtown area such as the farmers market and has retained an events coordinator. The activities should be oriented toward the interests of the community, both residents and employees. Local businesses and the community should collaborate in identifying and sponsoring those events that contribute to areas' identity and vitality.

To further the activities in downtown and to aid in marketing the area, the City should consider the formation of a BID under the Parking and Business Area Law of 1989. Under a BID, the business owners agree to assess themselves to fund a variety of activities including marketing

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Laurie Jester, City of El Segundo
Subject: Implementation Options for Downtown Specific Plan

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and promotion, security and maintenance and some physical improvements. The BID typically focuses on activities that benefit businesses rather than property. In part BIDs were created to allow city commercial tenants to get some of the benefits that accrue to tenants in shopping centers, namely consolidated marketing and promotion and common area maintenance. The BID is renewable annually.

There is significant overlap in what PBIDs and BID can accomplish. The City, property owners and business owners should consider the development of both and allocate activities between the two in a manner that best allocates resources.

COMPARABLE CITIES

El Segundo is located between a number of the Southern California beach cities (Santa Monica to Hermosa Beach). The City, however, is not considered to be a beach community because it does not have easy access to the beach and it is ringed by LAX, the Hyperion Treatment Plant, and the Chevron Refinery. The general perception is that El Segundo is an industrial or business city.

Even though the beach cities of Manhattan Beach and Redondo Beach seek to limit the activities in their downtown areas to local serving areas, this is often not the case due to the large number of beach goers who flock to the area during the summer. The summer tourists have a significant impact on retail and restaurant activity in the beach areas and adjacent downtown's of both cities.

If the goal of the City, as set forth in the March 1, 2000, "Downtown Specific Plan Concept Document", is to enhance the "village" character, to enhance the "Midwest-feel and Gaslamp character" of downtown, we believe that the proper model is not the other beach cities, but the sub-communities of other cities that have created viable local serving areas. In particular, the Montrose area of Glendale, East Village in Long Beach (not Pine Avenue), the multitude of merchants associations and BIDs in communities in the Cities of San Diego and Los Angeles are all examples of sub-communities that have come together to form community groups and create viable downtowns.

In Montrose, the City of Glendale restructured the parking into a parking district with free segregated parking behind the stores (convenient short-term parking and further away long-term parking). Street parking is still metered. Glendale also installed traffic calming street improvements and streetscape improvements. Glendale and the merchants both support the activities to draw the community to the area.

To: Chris Ketz
Laurie Jester, City of El Segundo
Subject: Implementation Options for Downtown Specific Plan

April 18, 2000

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In the East Village, the community determined that what was necessary was the conversion of outdated commercial and industrial space should be converted to artist and professional live/work space to help energize the area. New live/work ordinances were created to allow for conversions (illegal conversions were underway), and the citizens' task force chosen to develop a specific plan now administers the implementation of the plan.

The Merchants Associations and BIDs in San Diego and Los Angeles perform a myriad of services but primarily maintenance, marketing and activities, and security. For the most part, the communities served by these associations evaluated their issues and established achievable goals based on an understanding of the medium-term to long-term marketplace and a public/private commitment. Failure to understand both the market context and community acceptability usually leads to an unfulfilled project.

Table 1
Summary of Key Bid Features

1989 Act – BIDs

1994 Act – PBIDs

Assessment levied on:	Business owners	Property owners
Eligible activities:	Unlimited range of activities and improvements.	Unlimited range of activities and improvements.
Basis of assessment:	Usually business type, size, location.	Usually building/property size, location.
Time required to form:	Typically up to 9 months, including planning time.	Up to 3 years, including petition circulation and planning.
Initiated by:	City council or business owner request.	Property owner petition.
Support petition required:	No	From owners paying 50% or more of PBID fees.
Assessment collected by:	City (w/business license fees).	County (w/property taxes).
Life of district:	One year, renewable annually.	Up to five years.
Adoption procedure:	Notice 2 hearings, resolution, ordinance.	Notice, 2 hearings, 2-3 resolutions, record map.
Protest hearing required:	Yes	Yes
Protest required to stop the district:	Businesses paying 50% or more of BID fees.	Property owners paying 50% or more of PBID fees.
Vote/election required:	No	No; majority support petition required.
Advisory board/board of directors required:	Requires advisory board appointed by the City Council.	Yes
Manager of funds:	City and/or advisory board.	City and/or advisory board/association.
Renewal procedure:	Annual notice, hearing, 2 resolutions.	None; must start over after 5 year maximum period.
Opportunity to protest:	Annual	Annual
Impact of Prop. 218:	No requirement for vote.	Majority vote via mailed ballot by assesses in proportion to the amount of assessment.
Disestablishment procedure:	Notice, hearing, resolution, ordinance.	Notice, hearing, resolution.

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LOS ANGELES, CALIFORNIA 90071
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ADVISORS IN:
REAL ESTATE
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AFFORDABLE HOUSING
ECONOMIC DEVELOPMENT
FISCAL IMPACT
INFRASTRUCTURE FINANCE
VALUATION AND
LITIGATION SUPPORT

MEMORANDUM

To: Chris Ketz, Planning Manager
Laurie Jester, Senior Planner
City of El Segundo

From: Keyser Marston Associates, Inc.

cc: Woodie Tescher, EIP Associates

Date: April 27, 2000

Subject: Additional Funding Options

Los Angeles
Calvin E. Hollis, II
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Robert J. Wetmore
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SAN FRANCISCO
A. Jerry Kevser
Timothy C. Kelly
Kate Earle Funk
Denise E. Conley
Debbie M. Kern
Martha N. Packard

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) has prepared this follow up memorandum to discuss additional funding options that the City of El Segundo (City) might pursue as part of the implementation of its downtown specific plan (Plan). This memorandum is additive to KMA's memorandum dated April 18, 2000.

The following discussion does not address which improvements and/or what amount of improvements should be funded by the private sector versus the public sector. This is an analysis that the City still needs to conduct.

PUBLIC IMPROVEMENTS

The Implementation section of the Plan identifies between \$2,500,000 to \$3,000,000 of public improvements for street changes, streetscape, street trees and the Civic Plaza. These amounts do not include parking structure costs. In almost all cases, these improvements are funded through a city's CIP program or through the use of redevelopment tax increment. The Plan indicates that the City has already allocated approximately \$800,000 to these improvements assuming that a portion of the Civic Plaza allocation is applied to other improvements in the Plan.

One funding source that the City might pursue is CDBG funds related to community benefit. It is our understanding that the County may still have some CDBG funds available for "community center" type improvements. If the City can show that the Civic Plaza is a

To: Chris Ketz
Laurie Jester, City of El Segundo
Subject: Additional Funding Options

April 27, 2000

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community meeting area and provides general community benefit, then it might be possible to get CDBG funding from the County's pool of funds. If the City were successful in achieving these funds then the funds currently allocated to the Civic Plaza could be utilized for other uses.

The City may not be eligible for other project specific CDBG funds, EDA grants or loans, or HUD Section 108 loans because these funding sources require job creation and that 50% of the jobs created are available to low income households. Further, the programs are generally limited to \$35,000 of funding per job created. It's not clear that the public improvement program would create a sufficient number of jobs to qualify for funding.

We do not believe that an assessment district is a viable option for funding the majority of public improvements, other than parking, in the area. In the first place many of the improvements are likely to be viewed as being for the general benefit of the City and its residents rather than for the specific benefit of the property owners. If this is the case it may be difficult for the assessment engineer to assign benefit (and hence assessments) to individual properties. Even if it can be determined that a portion of the improvements specifically benefit the downtown properties, the financing of such improvements may not warrant the issue of assessment bonds. Bond issues of less than \$2,000,000 are generally considered to be inefficient because issuance costs represent too large of a percentage of the total bond issue, so that the effective interest rate is quite high.

If the City chose to issue bonds or certificates of participation to fund its portion of the improvements, the same inefficiencies may apply unless the City can aggregate a number of improvement programs into a single issuance. As noted above, the combined issuance needs to be at least \$2,000,000 to begin to be an efficient bond issue.

Finally, if the City can make the necessary nexus findings, it may be possible to levy development fees on new development to fund a portion of the public improvements.

FAÇADE IMPROVEMENTS

Most cities fund façade improvement programs with redevelopment tax increment funds. Most often the façade or rehabilitation programs are targeted to residential uses rather than commercial uses. In undertaking the program the redevelopment agency typically issues tax increment bonds and the proceeds are then used to fund the façade improvement loans. The façade improvement loans typically have below market interest rates.

The above program is similar to the one set forth in the Implementation section in the Plan. El Segundo does not, however, have redevelopment funds to serve as the primary funding

To: Chris Ketz
Laurie Jester, City of El Segundo
Subject: Additional Funding Options

April 27, 2000

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source. As noted above, we do not believe that the City can qualify for the federal programs that could be used as a funding source. Our discussions with lenders indicate two ways of providing primary funding for this program. First, the City could take out a loan or issue bonds to provide the seed capital for the façade improvement program. The City would pledge the façade loan payments to repayment of the loan, but would need to augment the pledge with other general or special fund revenues.

The alternative is to make arrangements with a local lender, most likely the one with whom the City currently banks, to provide the loans on an as needed basis. This eliminates the need for the City to secure a large loan that it is paying on while funding the individual loans. Also, the City could use the banks underwriting review process rather than having to do it itself. The City would still be required to credit enhance the loan, and provide any interest rate subsidies.

CORPORATE FUNDING

Several cities and non-profit groups have approached corporations and wealthy donors to fund improvements. Typically these are cultural facilities or special events (e.g. Disney Hall and the Democratic Convention). Less well known are the corporate fund raising efforts to support economic development activities. The Orange County Business Council is completing a major fundraising effort that is primarily focused on corporate donors. There may be elements of the Plan for which corporate donations could be sought on the basis of either corporate philanthropy or that a vibrant downtown helps the overall business outlook in the City, which benefits the corporation.

Another area of corporate funding is through marketing and sponsorships. This is a rapidly growing source of funds for athletic facilities and retail developments. Many people will consider this option "tacky" or an inappropriate mix of public and private purposes. It may, however, represent a source of funds that the City wishes to consider.

If the City wishes to pursue corporate funding, the City should identify a consultant or fundraiser who can explain the benefits and risks of soliciting corporate funding and the correct manner for proceeding.

APPENDIX VI

**INITIAL STUDY
ENVIRONMENTAL CHECKLIST FORM AND
MITIGATED NEGATIVE DECLARATION**

**PREPARED BY THE CITY OF EL SEGUNDO
COMMUNITY, ECONOMIC AND
DEVELOPMENT SERVICES DEPARTMENT
APRIL 21, 2000**

APPENDIX VI

INITIAL STUDY
ENVIRONMENTAL CHECKLIST FORM AND
MITIGATED NEGATIVE DECLARATION

PREPARED BY THE CITY OF EL PASO
COMMUNITY BOOKING AND
DEVELOPMENT SERVICES DEPARTMENT
APRIL 14, 2008



City of El Segundo
COMMUNITY, ECONOMIC AND
DEVELOPMENT SERVICES DEPARTMENT

350 Main Street
El Segundo, CA 90245
(310) 322-4670
FAX (310) 322-4167
www.elsegundo.org

ENVIRONMENTAL CHECKLIST FORM

PROJECT No. EA 474, GPA 99-2, ZC 99-2, ZTA 99-05

I. BACKGROUND

1. Project Title: City of El Segundo Downtown Specific Plan
2. Lead Agency Name and Address: City of El Segundo, 350 Main Street, El Segundo, CA 90245
3. Contact Person and Phone Number: Laurie B. Jester, Senior Planner, Phone (310)-322-4670 x:412, Fax (310)-322-4167, E-mail ljester@elsegundo.org
4. Project Location: 100-500 blocks of Main Street, 100-300 blocks of Richmond Street (excluding the Multi-family Residential R-3 portion on the southeast corner of Holly Avenue and Richmond Street (the 300 block of Richmond) and abutting areas on the north and south sides of Grand Avenue. (Map 1)
5. Project Sponsor's Name and Address: City of El Segundo, 350 Main Street, El Segundo, CA 90245
6. General Plan Designation: Downtown Commercial and Public Facilities
7. Zoning: Downtown Commercial (C-RS) Zone and Public Facilities (P-F)
8. Description of Project: *(Describe the whole action involved, including but not limited to late phases of the project, and any secondary, support, or off-site features necessary for implementation. Attach additional sheets if necessary)*

The proposed project is a Specific Plan for the Downtown area of El Segundo. The Plan envisions a ten-year horizon for planning and development purposes. The project includes General Plan Amendment (GPA 99-2), a Zone Change (ZC 99-2) and a Zone Text Amendment (ZTA 99-05). The Downtown Specific Plan encompasses the majority of the Downtown Commercial (C-RS) Zone, as well as the Civic Center Complex, which is zoned Public Facilities (PF). The Plan area is currently developed with commercial, residential and public uses, and future development is anticipated to be similar in nature. The entire Specific Plan area is approximately 25.8 acres in size, while the C-RS Zone is approximately 30.8 acres in size.

El Segundo's Downtown is the heart of the community. Due to its location deep within the community and away from regional arterials, Downtown remains a small, distinct district approximately two blocks by five blocks in size.

The Specific Plan will provide land use and development standards for the area including, but not limited to, standards for heights, setbacks, density, lot area, outdoor uses, landscaping

parking, loading, circulation and signage. Design Standards will also be included within the Specific Plan to regulate site development, street and alley configurations, streetscape (sidewalks, street furniture, bus stops, bicycles), landscaping, lighting (street and pedestrian decorative and security), architecture and signage.

Implementation of the project may involve the formation of a Downtown Business Improvement District (BID), the construction of a two to three-level parking structure, the implementation of a Master Street Tree, Lighting and Landscaping Plan, modifications to the street and sidewalk widths and configuration, implementation of a parking management program, formation of a sidewalk and streetscape maintenance district, the formation of a Historic District in the 100 and 200 blocks of Richmond Street and other similar implementation strategies to meet the goals of the Plan. Two related projects, which are currently underway, are the update of the City's Circulation and Housing Elements.

The Downtown is divided by three principal streets – Main Street, Grand Avenue, and E Segundo Boulevard. Each of these three streets connects to major, region-serving arterials or freeways. El Segundo Boulevard, on the southern boundary of the Plan area, runs in an east-west direction and connects to the I-405 Freeway and to Sepulveda Boulevard. Grand Avenue an east-west street, connects to Sepulveda Boulevard on the east and the beach to the west. Main Street runs north and south between El Segundo Boulevard and Imperial Highway, which borders Los Angeles International Airport (LAX). The I-105 Freeway is north of the Plan area immediately north of Imperial Highway.

Grand Avenue is one of only two City streets that connects to the beach. It is the principal east-west street in Downtown El Segundo and crosses both Main and Richmond Streets. The portion of Grand Avenue addressed in the Downtown Specific Plan is between Main and Concord Streets. Beyond Concord Street, Grand Avenue crests the hill of an ancient sand dune and disappears from view toward the ocean. Grand Avenue to the west of Concord has recently been planted with Cajeput trees to provide a visual welcome to El Segundo.

Grand Avenue is one of the widest streets in the City, having formerly been the early alignment of one of the trolley cars that criss-crossed the region before falling victim to the automobile. The right-of-way is 100 feet in width with 10-foot sidewalks on both sides and a center median. Parallel parking is provided on both curb lanes and on both sides of the center median.

The majority of the lots within the Specific Plan area are 25 feet wide by 140 feet deep, 3500 square feet in area, although many of the lots have been combined and developed under common ownership. The majority of the Specific Plan area is developed with neighborhood service commercial uses, including uses such as beauty shops, drug, jewelry and antique stores, restaurants, medical, dental and general offices, banks and similar uses.

The Plan area also includes approximately 82 existing residential units, mainly small (1-8 unit) apartments in mixed-use developments, with the primary use being commercial. The current zoning would allow a maximum of 276 dwelling units within the Plan area; one unit per 25-foot wide lot, not including the Civic Center site. The Plan proposes to double the allowed residential density to 2 units per 25-foot wide lot, which would allow 552 units total. As an option, the west side of the 300 block of Richmond Street may be developed as Multi-family (R-3) or Multi-family with a small commercial component at the street front. These options would not significantly change the residential density in the Plan area as the proposed two residential units per 25-foot wide lot (25 dwelling units per acre) is approximately the same density as Multi-family (R-3) development (27 dwelling units per acre). For this evaluation, a ten-year horizon was used with a maximum buildout of 150 additional residential units (in addition to the 80 existing units). This is 27% of the 552 units at total buildout. It is not realistic to assume that all of the allowed residential units would be constructed in the ten year horizon, particularly since the zoning has

allowed residential for over fifty years and there are currently only approximately 80 dwelling units in the Plan area.

The majority of the 100 block of the east side of Richmond Street is a surface parking lot for the Chevron Refinery immediately to the south, and smaller Chevron parking lots also occupy the west side of Richmond and the 100 block of Main Street. There are four small City owned surface parking lots with a total of approximately 115 parking spaces, which are open and free to the public, within and immediately adjacent to the Plan area. Parking requirements vary depending on the type of use, however within the Downtown additional parking must only be provided for new square footage, not for a change from one permitted use to another permitted use. The majority of the existing uses in the Plan area provide on-site parking; although generally it is limited to only 3 to 5 spaces per 25-foot wide lot. The Plan proposes to continue this standard but also allow more flexibility in parking standards, allowing joint use, off-site and other creative parking solutions.

The existing development within the Plan area is largely one to two stories in height, with a few three to four story buildings which step with the rolling topography. The current and proposed development standards allow 45 feet in height for construction. The total square footage of existing development within the Plan area is approximately 560,000 square feet with an average Floor Area Ratio (FAR) of approximately .5 with a range of approximately .2 to 1.5 FAR, not including residential density. The current and proposed standards allow an FAR of 1, although one strategic site, the City parking lot (17,500 square feet in area) in the 200 block of Richmond Street, (on the Northeast corner of Richmond Street and Franklin Avenue) is proposed to allow a 1.5 FAR. For the evaluation, a ten-year horizon was again used with a maximum buildout of 271,814 square feet of new commercial uses (in addition to the approximate existing 560,000 square feet). This is 24% of the maximum 1,123,848 square feet of total buildout.

The Downtown Specific Plan area is divided into five districts. The Main Street District is the Downtown core, the heart of the Downtown, and runs north and south along Main between Grand and Pine Avenues (Main Street 300-400 blocks). The City Hall and Civic Center are located on the east side of Main Street, between Grand and Holly Avenues and face onto a wide variety of commercial uses, including retail, services, offices and restaurants. This area is bounded by the alleys to the east and west of Main Street, by Pine Avenue on the north and Grand Avenue on the south. Main Street has an 80-foot right-of-way with 12-foot sidewalks and 56 feet of paving, curb to curb. The majority of development is built along or near the front property line, at one to two story heights.

The Main Street Transitional District (MSTD) is located adjacent to the north and south ends of the Main Street District described above. At the south end, the MSTD begins at El Segundo Boulevard and ends at Grand Avenue (100-200 blocks); at the north end, it includes the one block area between Pine and Mariposa Avenues (500 block). This area is seen as an extension of and transition to the Main Street District, with less pedestrian orientated development and fewer pedestrian amenities. This area also has a wider variety of uses, including a church, lodge, single-family residential uses, surface parking lots and light industrial uses, as well as some commercial uses. This area does not have the feel and character of the core of Main Street and it serves as a visual transition into and out of the Downtown core.

The Richmond Street District is the "entertainment center" of El Segundo and is comprised of an eclectic mix of antique stores, bars, restaurants and the Old Town Music Hall (Richmond Street 100-200 blocks). This street has a separate and distinct identity from Main Street. The oldest commercial buildings (developed in the teens and 20's) in the City are located along this street. This District is located one block west of and parallel to Main Street, from El Segundo Boulevard (south) to Grand Avenue (north). Richmond Street has a 60-foot right-of-way, with 10-foot

sidewalks and 40 feet of street curb to curb. Development along the street is located at or near the front property line and is one to two stories in height.

The Richmond Street District and the Main Street District are alike in many ways however these two districts are also dissimilar. First, Richmond Street is the older of the two and is distinctive in that regard. The area contains a number of small wooden and brick structures, the historic old jail, and the Old Town Music Hall. Secondly, Richmond Street is narrower than Main Street and traffic flow is considerably lighter. Not having a direct connection out of the City confines this street to local use. Thirdly, this street contains small restaurants and bars rather than the extensive retail uses of Main Street, so this district's peak periods of activity differ from those of Main Street.

The North Richmond Street District is a mixture of retail, residential, church, offices and service uses (Richmond Street 300 block west side). Being north of Grand Avenue and physically separated from the 100 and 200 blocks of Richmond, the development is distinctly different. Additionally, the majority of the development in this northern area occurred in the 50's and 60's. While this block differs from the 100 and 200 blocks in that it is not historic, it is seen as having potential for similar type of businesses such as antiques, furniture, book and clothing stores. As an option, this area may instead be developed with Multi-Family residential uses (R-3) or a combination of Multi-Family with a small street front commercial component. The Multi-Family option would allow the construction of a maximum of 29 net new units (deducting the existing 20 units) at a density of 27 units per acre. This District immediately abuts Multi-family residential (R-3) uses and zoning to the west, across the alley.

The Village is proposed for the east side of the 300 block of Richmond, which is the site of the former Ralph's Market. It also includes the parking lot and apartment building north of Ralph's. This site, about one and a half acres in size, is the only large contiguous parcel in Downtown that is suitable for the creation of a "village" atmosphere within the Downtown. The Village is envisioned as a pedestrian-oriented, mixed-use center of community-serving retail, housing, office, and community gathering and open space. This village could accommodate a small specialty market such as a health food store or one that serves neighborhood needs.

Two locations for plazas have been identified. One is the existing plaza fronting Main Street at the Civic Center and the other is located to the rear of the Pursell Building, across the alley from the Village site. Plazas are intensively used gathering places and serve as the hub for neighborhood activity. They are designed to accommodate resting, eating, strolling and people watching. Plazas are typically ringed by restaurants, galleries and other retail uses. Food service and goods from portable retail wagons are often available within the plaza.

The Vision Statement for the Downtown Specific Plan is as follows:

Downtown is the heart of El Segundo. It is the focal point for the community and one of the cohesive elements that ties the community together. The Vision for the Downtown is to:

- Provide a better balance of uses.
- Create a more thoughtful and creative use of public space.
- Organize creative and consistent programming of events and public activities.
- Create a consistent public-private partnership to market El Segundo's assets to investors and customers.
- Strengthen commitment to the strategic use of key parcels in the Downtown.
- Create more attractive landscaping and street furnishings.
- Improve signage.

9. Surrounding Land Uses and Setting: (Briefly describe the project's surroundings)

The project area is located in the northwest quadrant of the City of El Segundo. Surrounding land uses in the area are generally residential in nature, one to three stories in height. The surrounding area and project area is a fully developed urban environment.

North of the Specific Plan area is the El Segundo High School campus, the Library and Library Park. To the east and west of the 500 block of Main Street is a Two-Family Residential (R-2) Zone, developed mainly with duplexes and two-family dwellings. To the west of the Specific Plan boundary in the 400 block is mainly Multi-Family Residential (R-3) zoning, which is developed with small (3-12 unit) apartment and condominium complexes. Further beyond the R-2 and R-3 Zones is Single-Family (R-1) Residential zoning and development.

To the west of the Specific Plan area, in the 100 to 300 blocks on Concord Street, there are also a few parcels zoned as Downtown Commercial (C-RS), Neighborhood Commercial (C-2), and Parking (P). The development on these sites is also consistent with the zoning, and includes one to two stories, low-density (.5 to 1 floor area ratio) commercial construction, and a surface parking lot. To the east of the 400 block of Main Street is a Two-Family Residential (R-2) Zone again developed consistent with the zoning designation. To the west of the 300 block is largely Multi-Family Residential (R-3), developed similarly to the areas to the west of the Specific Plan boundary. Additionally there are a few parcels zoned and developed as Parking (P) and Downtown Commercial (C-RS), similar to the property west of the Plan area. The east side of the 200 block is also zoned and developed as Downtown Commercial (C-RS), again with similar commercial uses and densities.

To the east of the 100 block, on Standard Street, is a small industrial zone within the Smoke Hollow Specific Plan area with a zoning designation of Small Business (SB). The land uses in this area (light industrial, warehousing etc.) are consistent with the zoning. To the south of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2), consistent with the land use.

All of the zoning designations on the surrounding properties are consistent with the General Plan land use designations. Residential and commercial construction dates from the early 1900's to the present day, offering a variety of architectural styles.

There are no known endangered plant species associated with the proposed Specific Plan area and none that are known to be associated with the immediate locale. Similarly, there are no known rare or endangered animal species associated with the area or its locale. No known animal life is located in the area. Further, there are no known agricultural, biological, or scenic resources of recognized value located within the Plan area nor in the immediate vicinity.

10. Other Public Agencies Whose Approval is Required (e.g., permits, financing approval, or participation agreement.):

None.

II. ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The environmental factors checked below (X) would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" as indicated by the checklist on the following pages.

	Aesthetics		Hazards & Hazardous Materials		Public Services
	Agricultural Resources		Hydrology/Water Quality		Recreation
	Air Quality		Land Use/Planning		Transportation/Traffic
	Biological Resources		Mineral Resources		Utilities/Service Systems
	Cultural Resources		Noise		Mandatory Findings of Significance
	Geology/Soils		Population/Housing		

III. DETERMINATION:

On the basis of this Initial Study of Environmental Impact, the Planning Commission of the City of El Segundo finds the following:

I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.	
I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.	X
I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.	
I find that the proposed project MAY have a "potential significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect (1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and (2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.	
I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.	

James M. Hansen, Director of
Community, Economic and Development Services; and,
Secretary of the Planning Commission

Date

IV. EVALUATION OF ENVIRONMENTAL IMPACTS

- 1) A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g. the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g. the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
- 2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
- 3) Once the lead agency has determined that a particular physical impact may occur, then the checklist answer must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be significant. If there are one or more "Potentially Significant Impact" entries when the determination is made, an EIR is required.
- 4) "Negative Declaration: Potentially Significant Unless Mitigation Incorporated" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to a "Less Significant Impact". The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level (mitigation measures from Section 17, "Earlier Analysis," may be cross-referenced).
- 5) Earlier analysis may be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. Section 15063 (c) (3) (d). In this case, a brief discussion should identify the following:
 - (a) Earlier Analysis Used. Identify and state where they are available for review.
 - (b) Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
 - (c) Mitigation Measures. For effects that are "Less than Significant with Mitigation Measures Incorporated" describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
- 6) Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g. general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.
- 7) Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
- 8) This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whatever format is selected.
- 9) The analysis of each issue should identify: (a) the significance criteria or threshold used to evaluate each question; and (b) the mitigation measure identified, if any, to reduce the impact to less than significance.

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. AESTHETICS. Would the project:				
a) Have a substantial adverse effect on a scenic vista?				X
The CR-S zone is completely built -out, with a variety of architectural styles, and there are no scenic vistas within the Plan area. The Plan will identify methods of creating more attractive entrances and parking areas for the street and alley areas, and encouraging façade treatments. Creating more outdoor seating for restaurants and installing traffic calming improvements would encourage pedestrian activity from El Segundo's residents, to the benefit and viability of the local businesses located along the commercial streets. The Specific Plan program is intended to enhance the aesthetic quality of the Downtown commercial district, therefore, there are no negative impacts anticipated by the creation of the Downtown Specific Plan or its implementation.				
b) Substantially damage scenic resources, including, but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway?				X
None of the above referenced resources exist in the El Segundo Downtown. The widening of the sidewalks may require the removal of the existing Ficus street trees. Any trees which are removed will be replaced with trees that maintain the visibility of storefronts. This removal and installation program will be consistent with the Master Street Tree Plan. Tree species will be taken from the approved list of street trees for El Segundo. Although many of the buildings in the 100 and 200 block of Richmond Street may qualify as local Historic Buildings, none of the buildings have yet been designated as historic, and they are not located within a State scenic highway. If any buildings are designated as historic, or if a Historic District is created, as contemplated, then additional environmental review will be required. Therefore, there are no negative impacts anticipated by the creation of the Plan or its implementation.				
c) Substantially degrade the existing visual character or quality of the site and its surroundings?				X
One of the purposes of the Downtown Specific Plan is to identify current conditions that may be causing degradation to the Downtown District, and to propose solutions to remedy and improve the situation. As mentioned above, the Downtown District is comprised of many architectural styles, some of which are mixed uses, others are devoted entirely to retail use. Design Standards will improve the existing visual character of the project site. The possible construction of a two-story parking structure will not cause any visual degradation as the structure will be required to conform to the Design Standards and development standards included within the Plan. The preparation of a Downtown Specific Plan is not anticipated to cause degradation to any elements of the environment of the Downtown or its surroundings.				
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?				X
The installation of new street lights, twinkle or other decorative lighting, security and accent lights, will be a component of the new streetscape. The type of lights that could be installed has not yet been determined. However, footcandles, shielding, lumens, security and visibility will all be factors in determining the appropriate type of fixture for the Downtown. New lighting will be required to conform to the Design Standards and Development Standards, which address all of the factors discussed above, therefore there is no significant impact.				
2. AGRICULTURE RESOURCES: In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impact on agriculture and farmland. Would the project?				
a) Convert Prime Farmland, Unique Farmland or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency to non-agricultural use?				X
None of the above mentioned agricultural resources are located within or near the Plan area.				
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?				X
None of the above mentioned agricultural resources are located within or near the Plan area.				
c) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?				X
There are no agricultural resources within the project area or the surrounding area.				
3. AIR QUALITY: Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:				
a) Conflict with or obstruct implementation of the applicable air quality				X

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
plan?				
The land uses and densities proposed in the Plan area do not exceed those standards that are already existing and permitted, with a few exceptions. The City parking lot in the 200 block of Richmond Street is proposed to allow a density of 1.5 FAR, (.5 higher than the current allowed FAR) which will allow an additional 8760 square feet of mixed use development. The increase in density from 1 to 2 residential units per 25 foot wide lot would potentially increase the number of dwelling units in the Plan area by a maximum of 150 additional units (See project description). Approximately 46 lots within the Plan area are City owned or Chevron parking lots. As these lots are required to meet the parking demands of the Downtown, and the Code required parking for Chevron, it is not anticipated that they will be developed with residential units. The SCAQMD thresholds indicate that projects which exceed 261 apartment units, or 297 condominium units would potentially have significant air quality impacts. It is anticipated that any new residential development in the Plan area would be condominium development, consistent with current development over the past several decades, however it is possible that apartment construction could occur. Since the maximum net increase in residential units does not exceed either of these two SCAQMD threshold numbers, there will not be a significant impact. Therefore, air emissions from the maximum net increase of density for the project, compared to the density currently allowed, would not exceed the South Coast Air Quality Management District's (SCAQMD) CEQA Air Quality Handbook thresholds (Tables 6-2 and 6-3) for significant air quality impacts, for construction or operations.				
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation.				X
As discussed above, the project will not exceed the Southern California Air Quality Management Plan standards or thresholds of significance. The roadways and intersections within the Specific Plan area currently operate at Level of Service (LOS) A, B and C. Even with increased density, maximum build-out and reconfiguration of Main Street from four to three lanes, the roadways and intersections will not have a significant impact, with mitigation to the intersection of Main Street and Imperial Highway. All intersections are anticipated to be able to handle the traffic volumes, and therefore there are no traffic related air quality impacts. Parking is currently more than adequate in the Plan area and vehicles do not slow down, make frequent stops or recirculate throughout the same streets searching for a available parking. Implementation of the Plan will continue to provide adequate parking, although more flexibility in parking standards will be provided, as previously discussed in the project description. Additionally, any traffic improvements will be designed so they enhance and encourage a pedestrian environment; which will potentially decreasing vehicle miles traveled and cold starts, thereby decreasing air emissions.				
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?				X
See (a) and (b) above.				
d) Expose sensitive receptors to substantial pollutant concentrations?				X
Although there are land uses which may have sensitive receptors within and adjacent to the Plan area, such as churches daycares and schools, since the project will not exceed the SCAQMD thresholds, as discussed above, there will be no significant impacts.				
e) Create objectionable odors affecting a substantial number of people?				X
Fumes that may be created by the implementation of the Plan may increase due to an increase in the number of restaurants and the slight increase in density. However, regulations imposed upon food serving businesses are required to comply with SCAQMD requirements. No significant changes in dust, ash, smoke, or fumes are expected. Therefore, no significant impacts are anticipated to occur.				
4. BIOLOGICAL RESOURCES. Would the project:				
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U. S. Fish and Wildlife Service?				X
The Downtown Specific Plan area is completely build-out; there are no biological resources within the Plan area or surrounding areas to impact.				
b) Have a substantially adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies,				X

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
regulations or by the California Department of Fish and Game or U. S. Wildlife Service?				
See a) above.				
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				X
See a) above.				
d) Interfere substantially with the movement of any resident or migratory fish or wildlife species or with established native resident migratory wildlife corridors, or impede the use of native wildlife nursery sites?				X
See a) above.				
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				X
The City of El Segundo does not have a tree preservation policy. The Ficus street trees are proposed to be removed throughout the City consistent with the Master Street Tree Plan. Many of the Ficus trees within the Plan area are anticipated to be removed. Any trees removed will be replaced with mature trees, which will provide more visibility to building facades. Tree removal and replacement is anticipated to be phased to minimize the visual impact. Any vegetation which is removed, and replaced, would not be considered a biological resource, as they are non-native species.				
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Conservation Community Plan, other approved local, regional, or state habitat conservation plan?				X
See a) above				
5. CULTURAL RESOURCES. Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource as defined in Section 15064.5?				X
Although there are no buildings that are officially listed and categorized as historical, either locally or by the State, several buildings in the 100 and 200 blocks of Richmond Street, have significant local historical value. The Plan in and of itself would not severely affect the quality or quantity of these buildings, since it is anticipated that much of the original architecture will be preserved. The Plan proposes the establishment of incentives and dis-incentives to encourage the preservation, maintenance, and enhancement of the historical character of the area. The Plan also proposes the establishment of Historical Standards with design review for new construction, so that it will blend with the existing old construction, maintaining the "Old Town" feel of the area. Design review is also part of the Plan, which will assist in minimizing any potential impacts. Fascia easements may also be a mechanism to preserve the existing architectural styles. There are no significant impact anticipated due to the inclusion of the above mentioned components of the Plan.				
b) Cause a substantial adverse change in the significance of an archaeological resources pursuant to Section 15064.5?				X
There are no known or anticipated archeological resources within the Plan area. Should any previously unrecorded archaeological or paleontological resources be encountered during the construction of any projects within the Plan area, all work will be stopped and a qualified archeologist will be consulted to determine the potential significance of the find, in accordance with the State CEQA Guidelines.				
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?				X
Paleontological resources have not been identified in the Downtown, and are not anticipated to exist, particularly since the development of the majority of the area occurred at a time when such resources would not be considered significant (i.e. early to mid 1900's). There are no unique geologic features, as the area is fully developed and was sand dunes prior to development. However, if any archeological or paleontological resources are encountered during any construction, a qualified expert will be required to investigate, in accordance with CEQA and other State guidelines and provisions.				
d) Disturb any human remains, including those interred outside of formal cemeteries?				X
There is no indication that there are any human remains within the Plan area.				
6. GEOLOGY AND SOILS. Would the project:				
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury or death involving				
(i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the			X	

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.				
Geologically, the area is not on or near to any known active or potential major fault lines. However, the entire Plan area is subject to seismic shaking and is potentially at risk of serious damage and possible bodily injuries, just as all of Southern California. However, the masonry buildings constructed before 1933 have been seismically retrofitted and upgraded in accordance with standard Code requirements. Some of the masonry buildings constructed after 1933 have also voluntarily been seismically reinforced. Since all new buildings must comply with the California Building Code and lending institutions are requiring seismic retrofitting it is anticipated that no significant impacts would occur with moderate earthquakes events.				
(ii) Strong seismic ground shaking?			X	
All buildings in the area have, and will continue to, experience significant shaking in the event of a major earthquake, just as all of the seismically active Southern California region experiences earthquakes. Many of the older masonry buildings have been seismically rehabilitated, or were constructed subsequent to the 1933 Long Beach earthquake. Should intensification of uses occur in existing buildings, seismic rehabilitation would be required, in accordance with standard Code regulations. New buildings would comply with current Uniform Building Code (UBC) and El Segundo Municipal Code regulations. Therefore, no significant impacts are anticipated as a result of the adoption and implementation of this Plan.				
(iii) Seismic-related ground failure, including liquefaction?			X	
The Plan area is identified within the City's General Plan as being an area with medium liquefaction potential, primarily due to the sandy soils. Compliance with standard Codes for new construction will ensure no significant impacts.				
(iv) Landslides?				X
The Plan area is not identified within the City's General Plan as an area that is subject to landslides, soil erosion or loss of topsoil. The groundwater level in the Plan area is approximately 8 feet below the surface. There are some significant topographical changes in a few isolated areas of the Plan, however these are existing and have been for decades and have not experienced any landslides, soil erosion, loss of topsoil or ground movement. Any new grading or construction on slopes will need to comply with standard Code criteria in order to ensure slope stability and erosion control and therefore there are no significant impacts.				
(b) Result in substantial soil erosion or the loss of topsoil?				X
See a) iv above.				
(c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?				X
See a) iv above.				
(d) Be located on expansive soil, as defined in Table 18-a-B of the Uniform Building Code (1994), creating substantial risks to life or property?				X
The soil in the Plan area is mainly Oakley Fine Sand, with the 200 and 300 blocks of Richmond Street containing Ramon Loam. Neither of these soil types are expansive, generally clay soils are expansive, and therefore there are no significant impacts.				
(e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?				X
There are sewer systems available throughout the Plan area and the El Segundo Municipal Code requires that all water disposal systems be connected to the sewers. Septic tanks or similar systems, which are not connected to the sewer system, are not permitted. Therefore, there are no impacts.				
7. HAZARDS AND HAZARDOUS MATERIALS. Would the project?				
a) Create a significant hazard to the public or the environment through the routine transport, use or disposal of hazardous materials?				X
See d) below.				

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the likely release of hazardous materials into the environment? See d) below.				X
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school? See d) below.				X
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result would it create a significant hazard to the public or the environment?				X

According to the most recent California Department of Toxic Substances Control (DTSC) Hazardous Waste and Substance Sites List, dated April, 1998, there are no such sites in the Plan area. There are no other known potentially hazardous sites in the Plan area. The Plan anticipates that development would continue to utilize common cleaning solutions and other common materials used in business and residences, disposed of in accordance with applicable statutes. The use of these materials would not be considered to be a significant increase over existing circumstances. Based on the amount of hazardous materials stored, the nature of the packaging, the materials involved, and the individual businesses' compliance with applicable regulations, the risk from development in the Plan area is considered minor. Based on the foregoing, the proposed Plan will have a less than significant impact regarding the use, disposal, or release of potentially hazardous materials and no mitigation is required.

e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area? The Plan area is approximately one-half mile south of Los Angeles International Airport (LAX). As the proposed level of development and the types of permitted land uses are consistent with what is already existing in the area; it is not anticipated that there will be any safety hazards associated with implementation of the Plan.				X
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area? The Plan area is not within the vicinity of a private airstrip.				X
g) Impair implementation of, or physically interfere with an adopted emergency response plan or emergency evacuation plan?				X

Currently, the Plan area is accessible to emergency vehicles via Main and Richmond Streets and Grand Avenue. Based on traffic volumes detailed in the Circulation Element Traffic Impact Study, no unmitigated traffic impacts are foreseen with development in the Plan. Evacuation plans and procedures would be incorporated into building and site design. Therefore, implementation of the Plan is not expected to interfere with emergency response or evacuation plans and no mitigation is required.

h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands? The Plan area is not within or adjacent to any areas which may have wildfires, therefore there are no impacts.				X
8. HYDROLOGY AND WATER QUALITY. Would the project:				
a) Violate any water quality standards or waste discharge requirements? See j) below.				X

Issues and Supporting Information

	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Substantially degrade groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?				X
See j) below.				
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?				X
See j) below.				
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or surface runoff in a manner which would result in flooding on- or off site?				X
See j) below.				
e) Create or contribute runoff which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?				X
See j) below.				
f) Otherwise substantially degrade water quality?				X
See j) below.				
g) Place housing within a 100-year floodplain, as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?				X
See j) below.				
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?				X
See j) below.				
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
See j) below.				
j) Inundation by seiche, tsunami, or mudflow?				X

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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The Plan area is located within an urbanized environment, and is not near any surface water bodies, rivers, streams levees, or dams or within a flood plain designated by the Federal Emergency Management Agency or in any areas subject to flooding.

Existing absorption rates and drainage patterns would not be expected to change significantly, as future construction would increase only slightly the amount of impervious surfaces presently located on-site. New landscaped areas would permit some additional surface water absorption. Given there would be no increase in imperviousness, drainage volumes would not increase. Surface water run-off generated by new development in the Plan area would continue to be collected by storm drains located along Main and Richmond Streets and Grand Avenue and directed via culverts to the Pacific Ocean.

Any new development in the Plan area of significant size would require that site run-off and absorption rates will be calculated and analyzed by a licensed civil engineer who would develop a design to facilitate drainage via the existing storm sewer system adjacent to the site. Any improvements would be required to be completed by development applicants. New development will be required to comply with the City's Storm Water and Urban Runoff Pollution Prevention Control Ordinance (No. 1235) and the Water Conserving Landscape Ordinance (No.1194) and Resolution (No. 3806). A National Pollution Discharge Elimination System (NPDES) Permit from the State Water Resources Control Board would be required for development on any site that is more than 5 acres in size.

During future construction the displacement of earth could temporarily cause a change in drainage patterns. New pattern will be established once the project is completed. All runoff during and after construction will be required to drain into storm drainage facilities in accordance with plans and permits approved by the Departments of Community, Economic and Development Services and Public Works. Adjacent properties will be protected from flooding and erosion in accordance with standard code requirements.

Significant impacts to water availability are not anticipated. While the proposed project would represent a continuation of the region's urbanizing trend, only minor increases in currently allowed densities are anticipated, as previously discussed. The Plan would not result in significant impacts to ocean or groundwater quality, absorption rates, drainage patterns, surface water run-off, or the amount of available water. There are no new impacts anticipated or associated with the proposed project and no mitigation beyond the standard permits is required.

9. LAND USE AND PLANNING. Would the project:

a) Physically divide an established community?				X
There are no changes in the Plan area that would divide an established community. The Plan will enhance the existing Downtown area, providing a focal point, and help to further unite the existing small town atmosphere of the community.				
b) Conflict with an applicable land use plan, policy or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?				X

Issues and Supporting Information

Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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The proposed Downtown Specific Plan will provide the land use and development standards for the Plan area, replacing the current Downtown Commercial (C-RS) and Public Facilities (PF) Zoning and land use designation.

Conformance with the General Plan is a policy issue which is determined at the discretion of the Planning Commission and the City Council. The Zoning and Municipal Codes incorporate many requirements which will help to mitigate any potential General Plan conflicts such as landscaping, underground utilities, Transportation Demand Management (TDM) strategies, water conservation and storm water control.

As previously discussed, the existing land uses surrounding the Specific Plan area consist of residential, commercial and light industrial uses. The project is not expected to produce significant impacts in the pattern or scale of existing development within the Plan area or in its vicinity. The new Plan retains the existing land use pattern, with only minor revisions, which was already established when the City adopted the Zoning Code and General Plan, and which has been in existence for more than 50 years.

The Plan contains an overall Vision Statement which sets forth the goal of keeping the Downtown area as a small town community center. The Plan has policies that are designed to help the City achieve this goal. These policies address land use, building and design provisions, parking and traffic, and other issues. All these policies are designed not to alter the present land use pattern, but instead to enhance it.

c) Conflict with any applicable habitat conservation plan or natural communities conservation plan?				X
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There are no habitat conservation or natural communities conservation plans within or near the Downtown Specific Plan area, therefore there are no conflicts.

10. MINERAL RESOURCES. Would the project:

a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				X
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The proposed Project would not impact the community with respect to the consumption of renewable and non-renewable natural resources in the form of building materials during any future construction, and water and fossil fuels during operation of any business within the Plan area. Increased development in the Plan area would result in an insignificant increase in the consumption of natural resources including fossil fuels in the form of electricity and natural gas since only minor increases above the existing density are proposed. Increased consumption is expected to be marginal and would be considered insignificant relative to cumulative consumption volumes throughout the City of El Segundo and the airport area as a whole. Development in the Plan area would be expected to consume natural resources at relatively low rates compared to the current allowed density, and impacts to energy and mineral resources would therefore be considered insignificant. It is anticipated that existing supplies and infrastructure are adequate to meet any potential additional demands for water and wastewater facilities. In addition, development within the Plan area would comply with all applicable statutes and regulations set forth in the Uniform Building Code, and all applicable State resource conservation measures.

Southern California Edison Company and the Gas Company are the suppliers of electricity and natural gas to the Plan area. Existing fuel supplies and infrastructure are adequate to meet the minor increase in density. Development within the Plan area would comply with all applicable statutes and regulations set forth by the respective energy companies, in addition to all applicable State energy conservation measures. Therefore, the proposed Specific Plan is not expected to result in significant increases in fossil fuel consumption or to produce any significant impacts upon the use, extraction or conservation of any natural resources, and no mitigation is required.

b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				X
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There are no known mineral resources within the Plan area, or any mineral resource recovery sites delineated on any local general, specific or other land use plan.

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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11. NOISE. Would the project result in:

a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?				X
See d) below.				
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?				X
See d) below.				
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?				X
See d) below.				
d) A substantially temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?				X

No significant increase in the existing noise levels is anticipated, since the land use pattern is already established and the Plan area is developed. Future development is anticipated to be consistent with this existing land use pattern.

Although the project site is developed, it is anticipated that business uses will change over a period of time. Today, one source of noise in the Downtown is that of the existing bars and restaurants. Any new bars require a conditional use permit. Thus, the noise issue will be addressed through the individual application review process. All businesses must comply with the noise standards in Chapter 9.06.

It is anticipated that there will be a slight increase in long-term ambient noise levels resulting from increased patronage of businesses within the Plan area. Increases in customer and employee activity are directly related to the economic health of the business district and cannot be predicted at this time. However, any increase in noise level is not anticipated to be significant. Exposure of people to severe noise levels is not anticipated to result from the adoption of the Plan and related implementation ordinances.

Reconstruction of existing buildings within the Plan area is anticipated to occur. This would result in a short-term increase in noise levels from typical construction-related noise. Construction and related noise are limited by the City of El Segundo Municipal Code, Chapter 9.06. Noise and vibration effects on the surrounding land uses are analyzed for both short-term construction activities and long-term operation of businesses within the Plan area. Construction activities for any new development in the Plan area are anticipated to be short-term in nature (approximately 6 to 12 months in duration) and will occur only between 7 a.m. to 6 p.m. Monday – Saturday as allowed by City regulations. In addition, vibration attributable to construction activities is expected to be minimal due to the type of construction equipment generally employed for development of this nature. Therefore, there are no impacts.

e) For a project located within an airport land use plan, or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?				X
See f) below.				
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?				X

The Plan area is approximately one-half mile south of Los Angeles International Airport (LAX). The area is in the 65 CNEL noise contour, which is not considered a severely impacted noise area. The types of land uses proposed within the Plan area are already existing, are generally not sensitive to noise. There are no noise impacts with the proposed Plan area.

12. POPULATION AND HOUSING. Would the project:

a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?				X
See c) below.				
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				X

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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See c) below.

c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				X
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In 1997, the City of El Segundo had a permanent population of approximately 16,250 and a daytime population of approximately 75,000. This resident to employee ration has contributed to a relatively high demand for housing within the City. In 1996, a total of approximately 7,325 dwelling units existed in El Segundo. All residences in the City are located west of Sepulveda Boulevard, while non-residential uses are located predominately to the east of Sepulveda Boulevard.

New development within the Plan area will bring minimal new employment and a maximum of 150 housing units to the area is not anticipated to add significantly to the overall daytime population of the entire City. The project is not expected to induce substantial growth as the densities proposed are similar to what is currently allowed and the increase in residential density is not significant compared to the overall number of dwelling units in the City. The project will not displace existing housing or people as no demolition of existing housing is anticipated. No significant impact is anticipated.

13. PUBLIC SERVICES. Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered government facilities, need for new or physically altered government facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:

a) Fire protection?				X
See e) below				
b) Police protection?				X
See e) below				
c) Schools?				X
See e) below				
d) Parks?				X
See e) below				
e) Other public facilities?				X

Issues and Supporting Information

Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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The approval and implementation of the Plan will not result in the need for new or altered fire or police protection services, since the project covers an already developed portion of the City. The proposed Plan is not anticipated to impact the demand for municipal services. Police and fire services to the Plan area are provided by the City of El Segundo Police and Fire Departments. Water and park services are also operated by the City of El Segundo. Sewer demands for the proposed project will continue to be accommodated by Los Angeles County Sanitation District sewer lines and will be treated at the Hyperion Treatment facility in the City of Los Angeles. School services are provided by the El Segundo Unified School District.

In the future, as new development occurs, upgrades in fire protection systems and seismic retrofit programs could reduce the demands upon the Fire Department.

Some existing land uses within the Plan area require a greater level of police protection than others. Bars and restaurants with liquor licenses or entertainment have been known to require additional police protection. The new Plan will continue to require conditional use permits for bars and special permits for entertainment and amplified sound. Any sale of alcohol requires an Administrative Use Permit, which is discretionary. The need for any additional police protection can be addressed, if necessary, through the project specific application process.

There is minimal residential development within the Plan area. Any increase in schoolage children in the Plan area that may occur with the adoption and implementation of the Plan is anticipated to be minor, as any new residential development is anticipated to be minor and not a significant impact. Residential development within a mixed-use environment tends to attract smaller households without school age children.

All parks and other recreational facilities adjacent to the Plan area are to be retained. The Plan area itself does not contain any parks or recreational facilities so there are no proposed changes to these facilities. No additional facilities will be required due to the adoption of the Plan and implementation program, because the project will not result in a significant increase in population or employment.

No impacts to other public or governmental facilities are anticipated as the result of the proposed project.

14. RECREATION.

a) Would the project increase the use of existing neighborhood or regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				X
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The project is not anticipated to significantly increase the use of any existing recreational facilities as any increase in employment or population in the Plan area will be insignificant, as previously discussed.

b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?				X
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All parks and other recreational facilities adjacent to the Plan area are to be retained. The Plan area itself does not contain any parks or recreational facilities. There are no proposed changes to the existing recreational facilities in the surrounding area. No additional facilities are proposed or will be required due to the adoption of the Plan and implementation program, because the project will not result in a significant increase in population or employment.

15. TRANSPORTATION/TRAFFIC. Would the project:

a) Cause an increase in the traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)?		X		
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Issues and Supporting Information

Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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The roadways and intersections within the Specific Plan area, currently operate at Level of Service (LOS) A, B and C. As evaluated in the Circulation Element update, even with increased density, maximum build-out, and reconfiguration of Main Street from four to three lanes, the roadways and intersections will not have a significant impact, with mitigation. One intersection, Imperial Highway and Main Street (outside of the Plan area), would require intersection mitigation, including striping, signalization modifications, and possibly other minor improvements. The westbound left-turn and eastbound right-turn volumes currently are very high. This intersection currently operates at LOS E, and the increase in density in the Downtown would slightly worsen the condition.

With a three-lane configuration, one through lane would be provided in each direction on Main Street and the third lane would be a center left-turn lane. A two-lane configuration was evaluated but is not proposed as there are potentially significant impacts with two-lanes. Additionally, the Circulation Element evaluates the possibility of reclassifying Main Street from El Segundo Boulevard to Grand Avenue from Secondary Arterial to Collector Street. The evaluation concludes that it would be appropriate instead to identify a new street classification, "Commercial Collector", as the existing roadway for the entire length of Main Street is inconsistent with the existing classifications. Main Street is currently designated as a four-lane collector from Grand Avenue to Imperial Avenue, with a curb to curb width of 56 feet and a right-of way width of 80 feet. The new classification would only be for Main Street and would accommodate the proposed three-lane configuration as well as the existing four-lane configuration, which will remain outside of the Specific Plan area. The traffic analysis that was prepared for the Circulation Element is considered to be worse case scenario as the entire C-RS zone was evaluated, not just the Plan area.

Issues and Supporting Information	Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?				X
The nearest CMP designated roadway is Sepulveda Boulevard. The traffic study that was prepared for the City's Circulation Element update indicates that there will be no significant impact to any CMP routes as the Plan area is located almost 1 mile west of this nearest route.				
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?				X
As previously discussed, the Plan will not significantly increase allowed density and the traffic study for the Circulation Element indicated there are no significant impacts with the implementation of the Plan. The type of land uses that are existing and proposed are neighborhood serving and are not expected to generate additional airport traffic which would impact air traffic patterns or result in a substantial safety risk.				
d) Substantially increase hazards to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g. farm equipment)?				X
Currently there are no design features which are hazards. Proposed traffic improvements will not create any new hazards and are anticipated to improve safety as the emphasis will be on improving and enhancing pedestrian circulation without negatively impacting vehicular circulation. There are no incompatible land uses in the vicinity.				
e) Result in inadequate emergency access?				X
Any modifications to roads or alleys will be designed to accommodate emergency vehicles in accordance with standard Code requirements. As the level of new development that is proposed with Plan implementation is minimal, there will not be any significant impacts to emergency access.				
f) Result in inadequate parking capacity?				X
The Plan proposes to provide more flexible parking standards in order to take advantage of the existing abundant parking supply. Joint-use, shared, structured and off-site parking and other solutions are potentially proposed in order to better manage parking. A Parking Management Plan, to be included within the Specific Plan, will ensure that existing and new parking facilities are adequate to serve any new development within the Plan area.				
g) Conflict with adopted policies or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?				X
The Plan will enhance and expand existing alternative transportation by providing additional or improved bus turnouts and bike racks.				
16. UTILITIES AND SERVICE SYSTEMS. Would the project:				
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				X
See g) below.				
c) Require or result in construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
See g) below.				
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
See g) below.				
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				X
See g) below.				
e) Result in a determination by the wastewater treatment provider which services or may serve the project determined that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				X
See g) below.				
i) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?				X

Issues and Supporting Information

Potentially Significant Impact	Less than Significant With Mitigation Incorporated	Less Than Significant Impact	No Impact
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See g) below.

g) Comply with federal, state, and local statutes and regulations related to solid waste?				X
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Existing utility infrastructure beneath Main and Richmond Streets and Grand Avenue, and the abutting alleys, includes electricity, natural gas, telephone, cable television, water, sewer and storm drain lines. Utility services for any future development in the Plan area would be provided by the appropriate purveyors, including: Southern California Edison Company, The Gas Company, Pacific Bell, Paragon Cable, and the City of El Segundo Water and Wastewater Division. Solid waste disposal is provided to commercial users by a variety of private haulers. The City of El Segundo provides residential solid waste service. Development within the Specific Plan Area would contract with a provider. Landfill capacity for the planning term (10 years) is adequate for assumed population and commercial growth within Los Angeles County. Future development and implementation of the Plan would not exceed any assumptions for either population or commercial growth in the region. The impacts of the Plan on utility systems is minimal. Developers would be required to submit all registration forms required for service connections in the Plan area, and would adhere to all applicable utility permit guidelines and restrictions.

Water utility service is provided by the City of El Segundo Water Department which purchases water from the West Basin Municipal Water District (WBMWD). WBMWD recently completed the largest water reclamation facility in the State located in El Segundo, which provides water to a number of commercial, industrial and park users. It would be feasible at this time to connect to reclaimed water supplies, as reclaimed water facilities are located within a few blocks of the Plan area.

Therefore, development and implementation of the Plan is not expected to generate the need for new utilities, nor would it cause significant alterations to existing utilities.

17. MANDATORY FINDINGS OF SIGNIFICANCE.

a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?				X
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See c) below.

b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of the past projects, the effects of other current projects, and the effects of probable future projects)?				X
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See c) below.

c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?				X
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The proposed project is on almost fully developed sites located in an urban setting. Based on the analysis above, the project does not have the potential to degrade the quality of the environment. There are no foreseeable negative cumulative impacts associated with the proposed project or no environmental effects that will have an adverse effect on human beings.

Mitigation Measure:

Intersection improvements, including striping, signalization modifications, and possibly other minor improvements, shall be required at Imperial Highway and Main Street, when the level of new development dictates that it is necessary in order to mitigate project impacts.

Source List:

- 1) City of El Segundo Subdivision and Zoning Code – Titles 19 and 20 –1993, as amended.
- 2) City of El Segundo General Plan – 1992, as amended.
- 3) City of El Segundo General Plan Existing Conditions Reports – April 1992
- 4) City of El Segundo Circulation Element Update Technical Report – Meyer, Mohaddes Associates, Inc. – February 2000
- 5) California Department of Toxic Substances Control (DTSC) Hazardous Waste and Substance Site List – April 1998

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ORDINANCE NO. 1319

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO, CALIFORNIA, ADOPTING A MITIGATED NEGATIVE DECLARATION OF ENVIRONMENTAL IMPACTS FOR ENVIRONMENTAL ASSESSMENT NO. 474 (EA-474), AND ADOPTING GENERAL PLAN AMENDMENT NO. 99-2 (GPA 99-2), ZONE CHANGE NO. 99-2 (ZC 99-2), AND ZONE TEXT AMENDMENT NO. 99-5 (ZTA 99-5) FOR THE DOWNTOWN SPECIFIC PLAN, IN THE 100-500 BLOCKS OF MAIN STREET, THE 100-300 BLOCKS OF RICHMOND STREET AND THE ADJACENT PROPERTIES ON GRAND AVENUE. PETITIONED BY: THE CITY OF EL SEGUNDO.

WHEREAS, an application was initiated by the City Council of the City of El Segundo to prepare a Downtown Specific Plan; and,

WHEREAS, an Initial Study was prepared pursuant to the requirements of the California Environmental Quality Act ("CEQA"), Cal. Public Resources Code Section 21000 et seq. The Initial Study demonstrated that the project would not cause any significant environmental impacts. Accordingly, a Mitigated Negative Declaration ("MND") was prepared and circulated for public review and comment between April 21, 2000 and May 11, 2000; and,

WHEREAS, the Planning Commission has reviewed the project and supporting evidence with the authority and criteria contained in the California Environmental Quality Act, State CEQA Guidelines and the City of El Segundo Guidelines for the Implementation of the California Environmental Quality Act (Resolution 3805); and,

WHEREAS, on April 27, 2000, May 11, 2000 and May 25, 2000, the Planning Commission did hold, pursuant to law, duly advertised public hearings on such matter in the Council Chamber of the City Hall, 350 Main Street, and notice of the public hearings were given in the time, form and manner prescribed by law; and on May 25, 2000 adopted Resolution No. 2475, recommending approval of EA No. 474, GPA No. 99-2, ZC No. 99-2, and. ZTA No. 99-5; and,

WHEREAS, at the duly scheduled meeting of the City Council of the City of El Segundo on June 20, 2000, a duly advertised public hearing was held on this matter in the Council Chamber of the City Hall, 350 Main Street; and,

WHEREAS, opportunity was given to all persons present to speak for or against the findings of EA No. 474, GPA No. 99-24, ZC No. 99-2, and. ZTA No. 99-5; and,

WHEREAS, at said hearings the following facts were established:

1. The Downtown Specific Plan area is located in the northwest quadrant of the City of El Segundo. The General Plan land use designation and zoning for the site is Downtown Commercial and Public Facilities.

2. Surrounding land uses in the area are generally residential in nature; one to three stories in height. The surrounding area and project area is a fully developed urban environment.
3. The El Segundo High School campus, the Library and Library Park are located north of the Specific Plan area on Main Street. To the east and west of the 500 block of Main Street (on Richmond and Standards Streets) is a Two-Family Residential (R-2) Zone, developed mainly with duplexes and two-family dwellings.
4. To the west of the balance of the Specific Plan boundary (on Richmond and Concord Streets) is mainly Multi-Family Residential (R-3) zoning, which is developed with small (3-12 unit) apartment and condominium complexes. Further beyond the R-2 and R-3 Zones (on Concord and Virginia Streets) is Single-Family (R-1) Residential zoning and development.
5. To the west of the Specific Plan area there are also a few parcels zoned Downtown Commercial (C-RS), and Neighborhood Commercial (C-2) on Grand Avenue, and Parking (P) on El Segundo Boulevard. The development on these sites is also consistent with the zoning, and includes one to two story, low-density (0.5 to 1.0 floor area ratio) commercial construction, and a surface parking lot.
6. To the east of the 400 block of Main Street is a Two-Family Residential (R-2) Zone on Standard Street, again developed consistent with the zoning designation.
7. To the east of the 300 block of Main Street is largely Multi-Family Residential (R-3), developed similarly to the areas to the west of the Specific Plan boundary. Additionally, there are a few parcels zoned and developed as Parking (P), on Standard Street, and Downtown Commercial (C-RS), on Grand Avenue, similar to the west of the Plan area.
8. To the east side of the 200 block of Main Street, on Standard Street, is an area that is also zoned and developed as Downtown Commercial (C-RS), again with similar commercial uses and densities.
9. To the east of the 100 block of Main Street, on Standard Street, is a small industrial zone within the Smoky Hollow Specific Plan area with a zoning designation of Small Business (SB). The land uses in this area (light industrial, warehousing etc.) are consistent with the zoning. South of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2), consistent with the land use.
10. The majority of the 100 block of the east side of Richmond Street is a surface parking lot for the Chevron Refinery immediately to the south. Smaller Chevron parking lots also occupy the west side of Richmond and the 100 block of Main Street. There are four small City owned surface parking lots with a total of approximately 115 parking spaces, which are open and free to the public, within and immediately adjacent to the Plan area.

11. Plant species present are those that are commonly used for landscaping purposes or which have adapted to urban environments. There is no known rare or endangered animal species associated with the Project site, or project locale.

NOW, THEREFORE, BE IT ORDAINED that after considering the above facts, the testimony presented at the public hearings, and the facts and study of proposed EA No. 474, GPA No. 99-2, ZC No. 99-2, and. ZTA No. 99-5, the City Council makes the following findings:

ENVIRONMENTAL ASSESSMENT

1. That the City of El Segundo has prepared an Initial Study and, an accompanying Mitigated Negative Declaration which was made available to all local and affected agencies and for public review and comment in the time and manner prescribed by law. The Initial Study concluded that the proposed project will not have a significant adverse effect on the environment, and a Mitigated Negative Declaration of Environmental Impact was prepared pursuant to the California Environmental Quality Act (CEQA).
2. That when considering the whole record, there is no evidence that the project will have the potential for an adverse effect on wildlife resources or the habitat on which the wildlife depends, because the project is in-fill development in a built-out urban environment.
3. That the City Council hereby authorizes and directs the Director of Community, Economic and Development Services to file with any appropriate agencies a Certificate of Fee Exemption and de minimus finding pursuant to California Assembly Bill (AB) No. 3158 and the California Code of Regulations. Within twenty-four hours of this approval by the City Council, the applicant shall submit to the City of El Segundo a fee of \$25.00 required by the County of Los Angeles for the filing of this certificate along with the required Notice of Determination. As approved in AB 3158, the statutory requirements of CEQA will not be met and no vesting shall occur until this condition is met and the required notices and fees are filed with the County.

GENERAL PLAN AND ZONING CONSISTENCY

1. That the proposed use is consistent with the following General Plan goals, policies, programs, and objectives:
 - A. The proposed General Plan Land Use designation for the site, as well as the proposed zoning, is Downtown Specific Plan (DSP). The Downtown Specific Plan designation is compatible with the surrounding residential, and commercial land use designations.
 - B. The proposed Downtown Specific Plan designation is designed to allow a maximum floor area (FAR) ratio of 1.0, except for one 17,500 square foot City owned parcel, currently developed as a surface parking lot, which would allow an FAR of 1.5. Additionally, the residential density is proposed to increase from 1 dwelling unit per 3500 square foot lot to 2 dwelling units per 3500 square foot lot. While this would permit a greater amount of development than the existing land use designation, the total build out of the Plan area would be an insignificant increase in density when compared to the total allowed density in the entire City.

- C. The proposed project is in conformance with many General Plan goals, policies, and objectives related to Economic Development, Land Use, Circulation, Housing, Conservation and Noise. The following Economic Development goal, objective, and policies are consistent with the project: ED 3, ED 3-1, ED 3-1.1, ED 3-1.2, ED 3-1.3, ED 3-1.4, and ED 3-1.5, since the Plan strives to preserve and improve the business environment, stabilize the economic viability of the Downtown, improve the appearance of Downtown, improve vehicular circulation, parking and streetscape and enhance the pedestrian environment while providing the opportunity for a mix of commercial services.
- D. Many Land Use goals, policies and objectives are consistent with the project including: LU 1, LU 1-4, LU 1-5, LU 1-5.1, LU 1-5.2, LU 1-5.3, LU 1-5.4, LU 1-5.5, LU 1-5.6, LU 1-5.9, LU 2, LU 2-1, LU 2-1.1, LU 2-2, LU2-2.1, LU2-2.1A, LU 2-2.1B, LU 4, LU 4-2, LU 4-2.1, LU 4-2.2, LU 4-2.3, LU 4-2.4, LU4-2.5, LU 4-2.5A, LU 4-2.6, LU 4-2.7, LU 4-2.8, LU 4-2.9, LU 7, LU 7-1, LU 7-1.3, LU7-2, and LU7-2.5. The Plan is consistent with the Land Use Element since, one of the Plan's goals is to maintain the "small town" atmosphere. The Plan also strives to preserve the Downtown's historic areas, create a sense of place, provide for citizen input through the Downtown Task Force, and Planning Commission and City Council public hearings, provide sign regulations, encourage street trees, landscaping, and entry statements, provide CEQA review and prohibit drive-thru restaurants. The Plan also encourages preservation and enhancement of the Downtown's cultural and historical resources, in that the Implementation and Design Standards sections of the Plan propose the establishment of Historic Preservation criteria for the 100 and 200 blocks of Richmond Street, with incentives and disincentives to encourage the preservation and enhancement of the historical buildings in this area. The Specific Plan provides the opportunity to enhance and further stabilize the existing Downtown tax base within a mixed-use environment. The Plan strives to create Downtown as the focal point of the community, enhancing the aesthetic environment and upgrading public spaces for Downtown activities. The Plan addresses provisions for adequate parking, low-scale, pedestrian-oriented architecture and evaluation and mitigation of traffic impacts. Lastly, the Plan provides for quality infrastructure in that improved sidewalks, streets, street lighting, and other streetscape infrastructure improvements are proposed.
- E. Circulation Element goals, policies and objectives also are consistent with the proposal including; C 1, C 1-1, C1-1.6, C1-1.8, C1-1.14, C1-2, C1-2.1, C 2, C 2-1, C 2-1.6, C2-1.7, C 2-2, C 2-2.1, C 2-3, C 2-3.1, C 2-3.2, C 2-3.4, C 3, C 3-1, C 3-1.1, C 3-1.3, C 3-1.7, C 3-2, C 3-2.1, C 3-2.2, C 4-3, and C 4-3.1, in that the circulation system in the Downtown area is safe, convenient and cost effective. The three-lane proposal on Main Street has been evaluated and can accommodate the circulation needs with minor intersection improvements and the circulation system will continue to provide emergency vehicle access. The Plan provides a pedestrian-oriented environment, which is consistent with the General Plan provisions for alternative modes of transportation. The widened and enhanced sidewalks will further enhance pedestrian activity. The Plan continues to provide bicycle and transit system access, consistent with the General Plan, while encouraging more bicycle parking facilities. The Plan also addresses

development of circulation policies that are consistent with other City policies. This section of the Specific Plan clearly indicates the consistency of the Plan with all of the applicable Elements (Economic Development, Land Use, Circulation, Conservation, and Noise). The Plan provides for the upgrading of streets to maintain the level of service, transit planning is addressed, pedestrian and bicycle access is enhanced, parking is managed and potential funding sources are identified.

- F. The goals, policies, programs, and objectives which the proposed project are consistent with are contained within the Housing Element including, H 4, H 4-1, and H4-1.1. The Specific Plan is consistent with the Housing Element in that residential uses will continue to be permitted, and increased densities will be allowed, providing the opportunity for a diversity of housing types, prices and tenure.
- G. The goal and policies which the proposed project is consistent with are contained within the Conservation Element, CN 5, CN 5-1, and CN 5-2. The Downtown Specific Plan is consistent with the urban landscape provisions of the Conservation Element. The Plan protects and enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community, through the Task Force, as being valued.
- H. The final goal, objective, policy and program which the project is consistent with relates to the Noise Element including, N 1, N 1-2, and N 1-2.1A. The Downtown Specific Plan is consistent with the applicable Noise Element in that the Plan requires that the current noise regulations of the Municipal Code be adhered to which address and mitigate any potential noise conflicts.

NOW, THEREFORE, BE IT FURTHER ORDAINED that the City Council hereby adopts a Mitigated Negative Declaration and approves EA No. 474, GPA No. 99-2, ZC No. 99-2, and ZTA No. 99-5, and adopts changes to the El Segundo Municipal Code as follows:

SECTION 1. Section 20.16.020 of Chapter 20.16, Title 20, of the El Segundo Municipal Code is amended to read as follows:

20.16.020 SPECIFIC PLAN ZONES.

In order to classify, regulate, restrict and segregate the uses of lands and buildings, to regulate and restrict the height and bulk of buildings, to regulate the area of yards and other open spaces about buildings and to regulate the density of population, the City has adopted the following specific plan areas which function as the Zoning Code for specific areas.

1. Smoky Hollow Specific Plan

There are four (4) classes of use zones intended to be used within the boundaries of the Smoky Hollow Specific Plan. These zones include:

GAC - Grand Avenue Commercial Zone.
MDR - Medium Density Residential Zone.
SB - Small Business Zone.
MM - Medium Manufacturing Zone.

2. 124th Street Specific Plan

There is one (1) zone intended to be used within the boundaries of the 124th Street Specific Plan. This zone is:

124th Street SP 124th Street Specific Plan

3. Aviation Specific Plan

There is one (1) use zone intended to be used within the boundaries of the Aviation Specific Plan. This zone is:

ASP - Aviation Specific Plan Zone.

4. Downtown Specific Plan

There are five (5) classes of use districts intended to be used with the boundaries of the Downtown Specific Plan. These districts include:

MSD	Main Street District
MSTD	Main Street Transitional District
RSD	Richmond Street District
NRSD	North Richmond Street District
V	The Village

The foregoing Zones are separate Zones and shall not be deemed to be more restrictive or less restrictive than any other Zone, but shall be limited to the uses permitted in the specified Zone.

SECTION 2. The Downtown Specific Plan is hereby adopted as set forth in Exhibit A, attached hereto and incorporated herein by this reference.

SECTION 3. The Land Use designations (Commercial and Public Use designations) and the proposed Land Use Plan (northwest quadrant) of the Land Use Element are hereby amended to reflect the change of a portion of the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent properties on the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities to Downtown Specific Plan. The corresponding changes to the Land Use Element as set forth in Exhibit B, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 4. The 1992 General Plan Summary of Existing Trends Buildout (Exhibit LU-3) of the Land Use Element is hereby amended to reflect the change of the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent properties on the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities designations to Downtown Specific Plan. The corresponding changes to the Land Use Element as set forth in Exhibit C, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 5. The General Plan Land Use Map is hereby changed to reflect the change for the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent

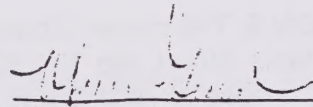
properties in the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities designations to Downtown Specific Plan. The corresponding changes to the Land Use Map as set forth in Exhibit D, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 6. The current Zoning Map is hereby amended to reflect a change for the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent properties on the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities designations to Downtown Specific Plan. The corresponding changes to the Zoning Map as set forth in Exhibit E, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 7. This Ordinance shall become effective at midnight on the thirtieth (30) day from and after the final passage and adoption hereof.

SECTION 8. The City Clerk shall certify to the passage and adoption of this ordinance; shall cause the same to be entered in the book of original ordinances of said City; shall make a note of the passage and adoption thereof in the records of the meeting at which the same is passed and adopted; and, shall within 15 days after the passage or adoption thereof cause the same to be published or posted in accordance with the law.

PASSED, APPROVED AND ADOPTED this 1st day of August 2000.


Mike Gordon, Mayor

ATTEST:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
CITY OF EL SEGUNDO) SS

I, Cindy Mortesen, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. 1319 was duly introduced by said City Council at a regular meeting held on the 18th day of July, 2000, and was duly passed and adopted by said City Council, approved and signed by the Mayor, and attested to by the City Clerk, all at a regular meeting of said Council held on the 1st day of August, 2000, and the same was so passed and adopted by the following vote:

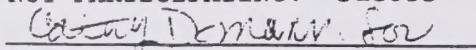
AYES: Gordon, Gaines, McDowell, Wernick

NOES: None

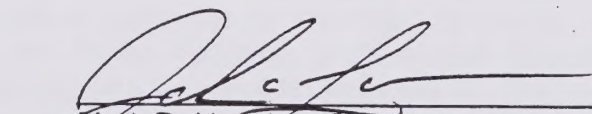
ABSENT: None

ABSTAIN: None

NOT PARTICIPATING: Jacobs


Cindy Mortesen, City Clerk

APPROVED AS TO FORM:


Mark D. Hensley, City Attorney

CITY COUNCIL ORDINANCE NO. 1319

EXHIBIT "A"

COPY AVAILABLE IN CITY CLERK'S OFFICE

CITY COUNCIL ORDINANCE NO. 1319 EXHIBIT B

discretionary application. The maximum floor area ratio (FAR) is limited to 1.3. (Ord. 1272, GPA 97-1, 6/17/97)

Parking

Permits areas for parking automobiles, motorcycles, and bicycles in surface or structured parking. Specific properties have been designated as parking to insure that adequate long-term parking space will be available.

124th Street Specific Plan

Permits warehousing and mini-storage uses (with an appurtenant custodial convenience unit). Also permits a Water Facility. The maximum FAR is 0.47:1 (with the Water Facility) and 0.54:1 (without the Water Facility). (Ord. 1309, GPA 99-1, 8/17/99)

Aviation Specific Plan

Permits warehouse "mini-storage" and storage uses with limited ancillary and support uses. The maximum floor area ratio (FAR) is limited to 0.22. (Ord. 1314, GPA 97-4, 12/7/99)

Downtown Specific Plan

Permits community serving retail and service uses, and offices, in a pedestrian-oriented environment. Also includes the Civic Center. (Ord. 1319, GPA 99-2, 8/1/00)

Industrial Designations

Light Industrial

Permits light manufacturing, warehousing, research and development, and office. Light manufacturing is defined as the assembly, packaging, fabrication, and processing of materials into finished products, rather than the conversion or extraction of raw materials. The light industrial activity shall be conducted primarily within structures; outside storage areas and assembly activity should be limited. The maximum floor area ratio (FAR) allowed is 0.6. Other compatible uses and additional FAR may be permitted for individual projects by the approval of a Specific Plan with supplemental environmental analysis. Alternative methods of calculating FAR may be permitted, subject to the provisions in the Zoning Code. (Ord. 1249, GPA 96-1, 4/2/96).

Heavy Industrial

Permits heavy manufacturing uses such as construction yards, factories, generating stations, extraction of raw materials, and refining. All uses must conform to the policies of the Hazardous Materials Element. The maximum allowed floor area ratio (FAR) is 0.6.

Institutional

Public Facilities

CITY COUNCIL ORDINANCE NO. 1319 EXHIBIT B

Designations	Permits publicly owned facilities such as schools, maintenance yards, utilities, and the Library. The Civic Center is included in the Downtown Specific Plan area. (Ord. 1319, GPA 99-2, 8/1/00)
	Federal Government Permits a U.S. Government facility that is consistent with surrounding uses.
Open Space Designations	Open Space Permits passive or active use of areas preserved as useable or visual open space both publicly- and privately-owned. These areas include the El Segundo Blue Butterfly preserve, utility easements, and the existing flood control sumps.
	Parks Permits passive or active use of areas developed as parks, for community and recreational uses. Designated park areas are publicly-owned.

Proposed Land Use Plan

The following is a discussion of the 1992 Land Use Plan, which indicates future land uses for the entire City. For ease of discussion, the City is divided into four quadrants and the proposed land use designations within that quadrant are discussed. To know what is allowed under each designation, please reference the land use definitions listed above.

Northwest Quadrant

The northwest quadrant of the City has the most varied mix of uses within the City. All of the City's residential units, the Downtown area, the Civic Center, and the older industrial area of Smoky Hollow, are located in this quadrant. The 1992 Plan retains the three residential designations found on the old Plan: single-family, two-family, and multi-family, plus a new designation of Planned Residential Development. The Plan shows 357.2 acres of single-family, 57.4 acres of two-family, 119.3 acres of multi-family and 5.7 acres of planned residential development. This includes the re-designation of Imperial Avenue School, which is no longer used for educational purposes, from Public Facility to Planned Residential Development. The total number of dwelling units projected by the Plan is 7,674. One of the major goals of the 1992 Plan is to preserve the residential neighborhoods. (Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97; Ord. 1279, 10/7/97).

CITY COUNCIL ORDINANCE NO. 1319 EXHIBIT B

The Smoky Hollow area, which houses many of the City's older industrial uses, has been designated Smoky Hollow Mixed-Use, in recognition of the existing Smoky Hollow Specific Plan. The Specific Plan allows a combination of industrial, retail, office, and residential uses. The Smoky Hollow area is approximately 92.2 acres. (Ord. 1272, GPA 97-1, 6/17/97; Ord. 1279, 10/7/97).

The Downtown area is designated as Downtown Commercial (8.8 acres) and Downtown Specific Plan (25.8 acres), where existing uses are already of a community-serving nature. There are also 7.1 acres designated for Neighborhood Commercial uses along Grand and Imperial Avenues and at Mariposa and Center Streets. These have been designated only where there are existing neighborhood-serving commercial uses. (Ord. 1279, 10/7/97. Ord. 1319, GPA 99-2, 8/1/00).

The public schools, private schools, Library, and other public uses are all shown as Public Facilities. The Civic Center is included in the Downtown Specific Plan area. In addition, each of the existing public parks are designated as such. The open space areas under utility transmission corridors and the preserve for the Blue Butterfly are designated as Open Space. (Ord. 1319, GPA 99-2, 8/1/00).

The areas designated for parking on the Plan include public- and privately-owned lots which are necessary to serve existing businesses and the Downtown area.

The southwest corner of Sepulveda Boulevard and Imperial Avenue is designated Corporate Office (17.8 ac) allowing a mix of office uses, similar to what exists there now, with retail in the lobby.

There are General Commercial uses indicated along Sepulveda Boulevard, where there are existing commercial uses including the Hacienda Hotel. There is also one General Commercial area along Imperial Avenue, where the Crown Sterling Suites Hotel now exists.

Southwest Quadrant

The Southwest Quadrant has only three designations: heavy industrial, parking, and open space. The heavy industrial area covers the entire Chevron Refinery, as well as the Southern California Edison Generating Station. These uses total 958 acres.

The parking designation is an existing surface lot in the southwest corner of the City which provides 120 parking spaces for an adjacent

**CITY COUNCIL ORDINANCE NO. 1319
EXHIBIT C**

1992 General Plan Summary of Existing Trends Buildout			
Land Use Category	Acres	Dwelling Units	Square Footage
Single-Family Residential	357.2	2,858	---
Two-Family Residential	57.4	934	---
Planned Residential	5.7	65	---
Multi-Family Residential	119.7	3,389	---
Neighborhood Commercial	7.1	85 *	100,000
Downtown Commercial	8.8	18 *	383,328
General Commercial	44.3	---	1,930,000
Corporate Office	211.2	---	12,351,000
Smoky Hollow	94.1	268	2,019,454
Urban Mixed-Use North	279.0	---	15,799,212
Urban Mixed-Use South	70.6	---	3,997,936
124th Street Specific Plan	3.9	1	73,530
Aviation Specific Plan	5.4	---	66,000
Downtown Specific Plan	25.8	82 *	1,123,848
Parking	11.8	---	---
Light Industrial	356.1	---	18,529,000
Heavy Industrial	1,086.8	---	--- **
Public Facilities	87.9	---	---
Federal Government	90.6	---	---
Open Space	78.3	---	---
Parks	50.0	---	---
Street & Railroad R.O.W.	442.6	---	---
Totals	3,494.3	7,700	56,373,308
Population Projection	17,287		

* Existing construction and recently constructed, renovated commercial centers and legal nonconforming residential uses at densities that are currently higher than allowed by the land use designations in this plan will not realistically be converted to mixed commercial/residential uses and these buildings are expected to remain for the life of the Plan.

** The heavy industrial shown on this plan includes the Chevron Refinery, Southern California Edison Generation Station, Air Products and Allied Chemical facilities. These facilities have processing equipment and tanks rather than buildings and are expected to remain for the life of the Plan. Therefore, no estimated building square footage is shown.

Source: City of El Segundo Planning Department and The Lightfoot Planning Group

Amendments: Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, GPA 95-1, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97, Ord. 1279, GPA 97-2, 10/7/97, Ord. 1309, GPA 99-1, 8/17/99, Ord. 1314, GPA 97-3, 12/7/99, Ord. 1319, GPA 99-2, 8/1/2000

CITY OF EL SEGUNDO * GENERAL PLAN

**1992 General Plan
Summary of Existing Trends Buildout**

exhibit

LU-3

**CITY COUNCIL ORDINANCE NO. 1319
EXHIBIT C**

1992 General Plan Summary of Existing Trends Buildout			
Land Use Category	Acres	Dwelling Units	Square Footage
Single-Family Residential	357.2	2,858	---
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Urban Mixed-Use North	279.0	---	15,799,212
Urban Mixed-Use South	70.6	---	3,997,936
124th Street Specific Plan	3.9	1	73,530
Aviation Specific Plan	5.4	---	66,000
Downtown Specific Plan	25.8	552 <u>82</u> *	1,123,848
Parking	11.8	---	---
Light Industrial	356.1	---	18,529,000
Heavy Industrial	1,086.8	---	---
Public Facilities	87.9	---	---
Federal Government	90.6	---	---
Open Space	78.3	---	---
Parks	50.0	---	---
Street & Railroad R.O.W.	442.6	---	---
Totals	3,494.3	8,170 <u>7,700</u>	56,373,308
Population Projection	18,345 <u>17,287</u>		

* Existing construction and recently constructed, renovated commercial centers and legal nonconforming residential uses at densities that are currently higher than allowed by the land use designations in this plan will not realistically be converted to mixed commercial/residential uses and these buildings are expected to remain for the life of the Plan.

** The heavy industrial shown on this plan includes the Chevron Refinery, Southern California Edison Generation Station, Air Products and Allied Chemical facilities. These facilities have processing equipment and tanks rather than buildings and are expected to remain for the life of the Plan. Therefore, no estimated building square footage is shown.

Source: City of El Segundo Planning Department and The Lightfoot Planning Group

Amendments: Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, GPA 95-1, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97, Ord. 1279, GPA 97-2, 10/7/97, Ord. 1309, GPA 99-1, 8/17/99, Ord. 1314, GPA 97-3, 12/7/99, Ord. 1319, GPA 99-2, 8/1/2000

CITY OF EL SEGUNDO * GENERAL PLAN

1992 General Plan

Summary of Existing Trends Buildout

exhibit

CITY COUNCIL ORDINANCE NO. 1319
EXHIBIT C

1992 General Plan				
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124th Street Specific Plan	3.9	1	73,530	
Aviation Specific Plan	5.4	---	66,000	
Downtown Specific Plan	25.8	552	1,123,848	
Parking	11.8	---	---	
Light Industrial	356.1	---	18,529,000	
Heavy Industrial	1,086.8	---	---	²
Public Facilities	87.9	---	---	
Federal Government	90.6	---	---	
Open Space	78.3	---	---	
Parks	50.0	---	---	
Street & Railroad R.O.W.	442.6	---	---	
Totals	3,494.3	8,170	56,373,308	
Population Projection	18,345			

¹ Existing construction and recently constructed, renovated commercial centers and legal nonconforming residential uses at densities that are currently higher than allowed by the land use designations in this plan will not realistically be converted to mixed commercial/residential uses and these buildings are expected to remain for the life of the Plan.

² The heavy industrial shown on this plan includes the Chevron Refinery, Southern California Edison Generation Station, Air Products and Allied Chemical facilities. These facilities have processing equipment and tanks rather than buildings and are expected to remain for the life of the Plan. Therefore, no estimated building square footage is shown.

Source: City of El Segundo Planning Department and The Lightfoot Planning Group

Amendments: Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, GPA 95-1, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97, Ord. 1279, GPA 97-2, 10/7/97, Ord. 1309, GPA 99-1, 8/17/99, Ord. 1314, GPA 97-3, 12/7/99, Ord. _____, GPA 99-2, XX/XX/2000

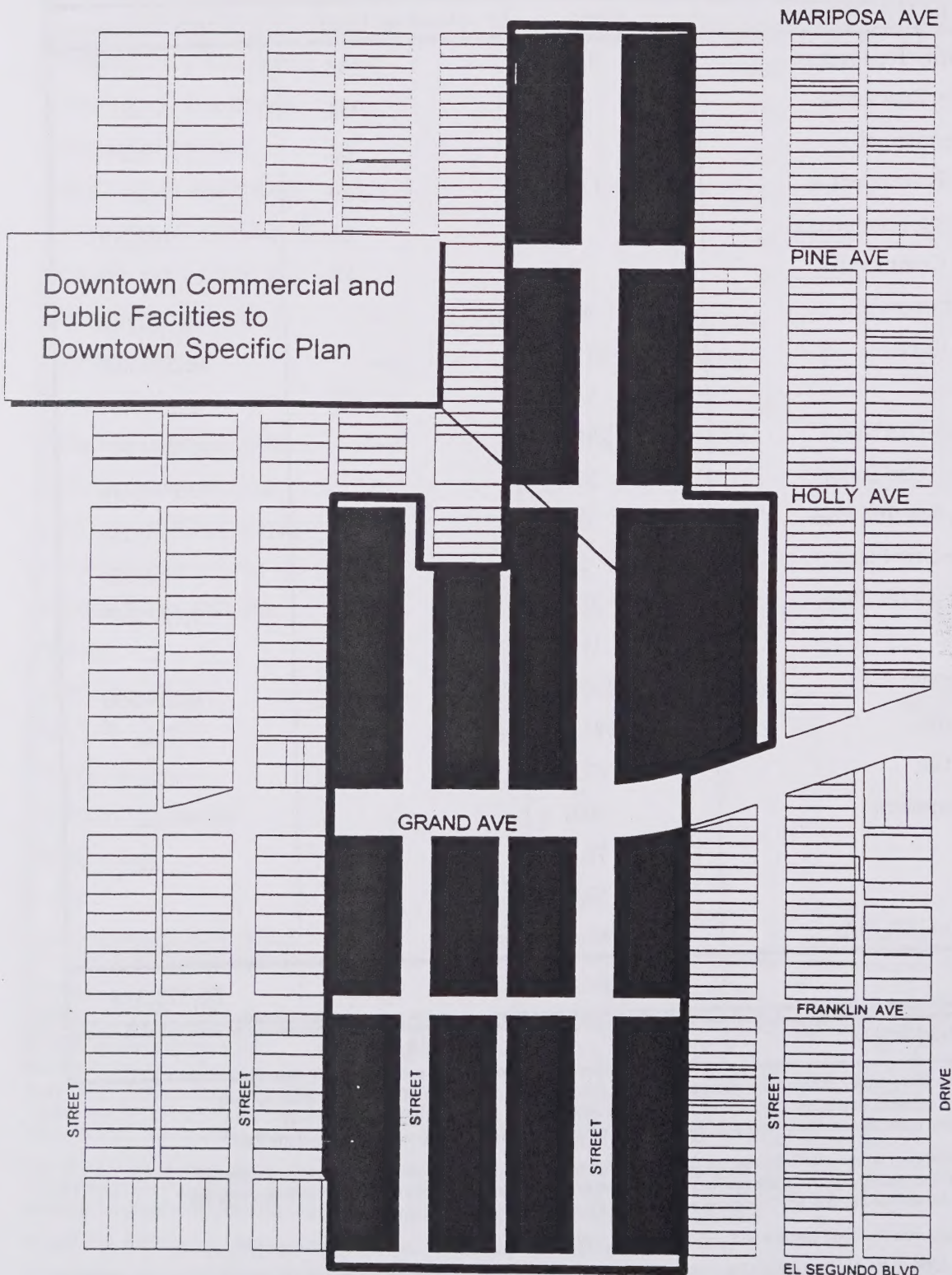
CITY OF EL SEGUNDO * GENERAL PLAN

1992 General Plan
Summary of Existing Trends Buildout

exhibit

LU-3

City Council Ordinance No. 1319
Exhibit D



General Plan Amendment Map

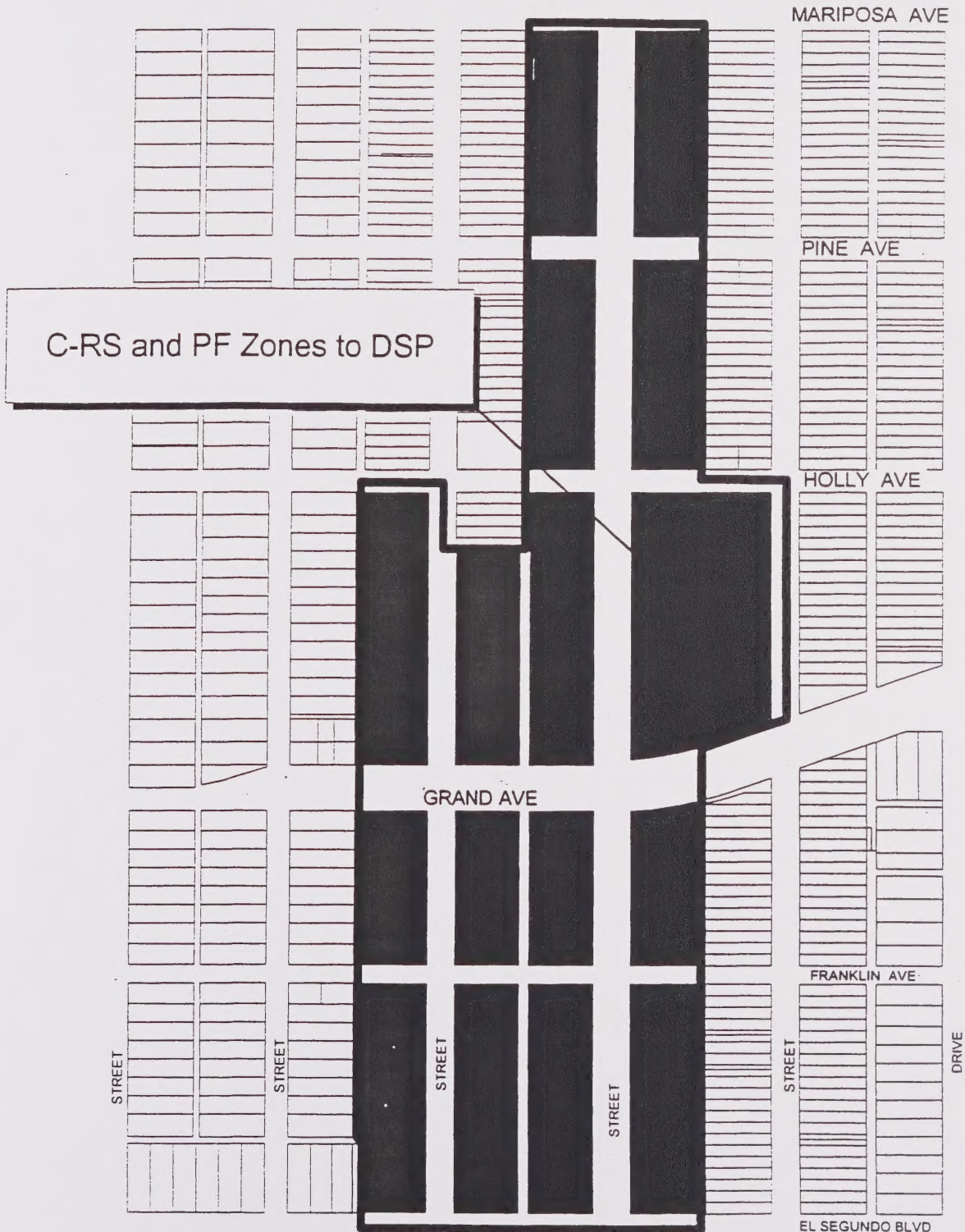
 Specific Plan Boundary

500

1000 Feet



City Council Ordinance No. 1319
Exhibit E



Zone Change Map

 Specific Plan Boundary



City Council Ordinance No. 1100
Enacted

Whereas, the City of Chicago is desirous of promoting the health, safety and general welfare of its citizens by providing for the proper disposal of solid waste, and

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Whereas, the City of Chicago is desirous of promoting the health, safety and general welfare of its citizens by providing for the proper disposal of solid waste, and

ORDINANCE NO. 1319

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO, CALIFORNIA, ADOPTING A MITIGATED NEGATIVE DECLARATION OF ENVIRONMENTAL IMPACTS FOR ENVIRONMENTAL ASSESSMENT NO. 474 (EA-474), AND ADOPTING GENERAL PLAN AMENDMENT NO. 99-2 (GPA 99-2), ZONE CHANGE NO. 99-2 (ZC 99-2), AND ZONE TEXT AMENDMENT NO. 99-5 (ZTA 99-5) FOR THE DOWNTOWN SPECIFIC PLAN, IN THE 100-500 BLOCKS OF MAIN STREET, THE 100-300 BLOCKS OF RICHMOND STREET AND THE ADJACENT PROPERTIES ON GRAND AVENUE. PETITIONED BY: THE CITY OF EL SEGUNDO.

WHEREAS, an application was initiated by the City Council of the City of El Segundo to prepare a Downtown Specific Plan; and,

WHEREAS, an Initial Study was prepared pursuant to the requirements of the California Environmental Quality Act ("CEQA"), Cal. Public Resources Code Section 21000 et seq. The Initial Study demonstrated that the project would not cause any significant environmental impacts. Accordingly, a Mitigated Negative Declaration ("MND") was prepared and circulated for public review and comment between April 21, 2000 and May 11, 2000; and,

WHEREAS, the Planning Commission has reviewed the project and supporting evidence with the authority and criteria contained in the California Environmental Quality Act, State CEQA Guidelines and the City of El Segundo Guidelines for the Implementation of the California Environmental Quality Act (Resolution 3805); and,

WHEREAS, on April 27, 2000, May 11, 2000 and May 25, 2000, the Planning Commission did hold, pursuant to law, duly advertised public hearings on such matter in the Council Chamber of the City Hall, 350 Main Street, and notice of the public hearings were given in the time, form and manner prescribed by law; and on May 25, 2000 adopted Resolution No. 2475, recommending approval of EA No. 474, GPA No. 99-2, ZC No. 99-2, and. ZTA No. 99-5; and,

WHEREAS, at the duly scheduled meeting of the City Council of the City of El Segundo on June 20, 2000, a duly advertised public hearing was held on this matter in the Council Chamber of the City Hall, 350 Main Street; and,

WHEREAS, opportunity was given to all persons present to speak for or against the findings of EA No. 474, GPA No. 99-24, ZC No. 99-2, and. ZTA No. 99-5; and,

WHEREAS, at said hearings the following facts were established:

1. The Downtown Specific Plan area is located in the northwest quadrant of the City of El Segundo. The General Plan land use designation and zoning for the site is Downtown Commercial and Public Facilities.

2. Surrounding land uses in the area are generally residential in nature; one to three stories in height. The surrounding area and project area is a fully developed urban environment.
3. The El Segundo High School campus, the Library and Library Park are located north of the Specific Plan area on Main Street. To the east and west of the 500 block of Main Street (on Richmond and Standards Streets) is a Two-Family Residential (R-2) Zone, developed mainly with duplexes and two-family dwellings.
4. To the west of the balance of the Specific Plan boundary (on Richmond and Concord Streets) is mainly Multi-Family Residential (R-3) zoning, which is developed with small (3-12 unit) apartment and condominium complexes. Further beyond the R-2 and R-3 Zones (on Concord and Virginia Streets) is Single-Family (R-1) Residential zoning and development.
5. To the west of the Specific Plan area there are also a few parcels zoned Downtown Commercial (C-RS), and Neighborhood Commercial (C-2) on Grand Avenue, and Parking (P) on El Segundo Boulevard. The development on these sites is also consistent with the zoning, and includes one to two story, low-density (0.5 to 1.0 floor area ratio) commercial construction, and a surface parking lot.
6. To the east of the 400 block of Main Street is a Two-Family Residential (R-2) Zone on Standard Street, again developed consistent with the zoning designation.
7. To the east of the 300 block of Main Street is largely Multi-Family Residential (R-3), developed similarly to the areas to the west of the Specific Plan boundary. Additionally, there are a few parcels zoned and developed as Parking (P), on Standard Street, and Downtown Commercial (C-RS), on Grand Avenue, similar to the west of the Plan area.
8. To the east side of the 200 block of Main Street, on Standard Street, is an area that is also zoned and developed as Downtown Commercial (C-RS), again with similar commercial uses and densities.
9. To the east of the 100 block of Main Street, on Standard Street, is a small industrial zone within the Smoky Hollow Specific Plan area with a zoning designation of Small Business (SB). The land uses in this area (light industrial, warehousing etc.) are consistent with the zoning. South of El Segundo Boulevard is the Chevron Refinery, which is zoned Heavy Industrial (M-2), consistent with the land use.
10. The majority of the 100 block of the east side of Richmond Street is a surface parking lot for the Chevron Refinery immediately to the south. Smaller Chevron parking lots also occupy the west side of Richmond and the 100 block of Main Street. There are four small City owned surface parking lots with a total of approximately 115 parking spaces, which are open and free to the public, within and immediately adjacent to the Plan area.

11. Plant species present are those that are commonly used for landscaping purposes or which have adapted to urban environments. There is no known rare or endangered animal species associated with the Project site, or project locale.

NOW, THEREFORE, BE IT ORDAINED that after considering the above facts, the testimony presented at the public hearings, and the facts and study of proposed EA No. 474, GPA No. 99-2, ZC No. 99-2, and ZTA No. 99-5, the City Council makes the following findings:

ENVIRONMENTAL ASSESSMENT

1. That the City of El Segundo has prepared an Initial Study and, an accompanying Mitigated Negative Declaration which was made available to all local and affected agencies and for public review and comment in the time and manner prescribed by law. The Initial Study concluded that the proposed project will not have a significant adverse effect on the environment, and a Mitigated Negative Declaration of Environmental Impact was prepared pursuant to the California Environmental Quality Act (CEQA).
2. That when considering the whole record, there is no evidence that the project will have the potential for an adverse effect on wildlife resources or the habitat on which the wildlife depends, because the project is in-fill development in a built-out urban environment.
3. That the City Council hereby authorizes and directs the Director of Community, Economic and Development Services to file with any appropriate agencies a Certificate of Fee Exemption and de minimus finding pursuant to California Assembly Bill (AB) No. 3158 and the California Code of Regulations. Within twenty-four hours of this approval by the City Council, the applicant shall submit to the City of El Segundo a fee of \$25.00 required by the County of Los Angeles for the filing of this certificate along with the required Notice of Determination. As approved in AB 3158, the statutory requirements of CEQA will not be met and no vesting shall occur until this condition is met and the required notices and fees are filed with the County.

GENERAL PLAN AND ZONING CONSISTENCY

1. That the proposed use is consistent with the following General Plan goals, policies, programs, and objectives:
 - A. The proposed General Plan Land Use designation for the site, as well as the proposed zoning, is Downtown Specific Plan (DSP). The Downtown Specific Plan designation is compatible with the surrounding residential, and commercial land use designations.
 - B. The proposed Downtown Specific Plan designation is designed to allow a maximum floor area (FAR) ratio of 1.0, except for one 17,500 square foot City owned parcel, currently developed as a surface parking lot, which would allow an FAR of 1.5. Additionally, the residential density is proposed to increase from 1 dwelling unit per 3500 square foot lot to 2 dwelling units per 3500 square foot lot. While this would permit a greater amount of development than the existing land use designation, the total build out of the Plan area would be an insignificant increase in density when compared to the total allowed density in the entire City.

- C. The proposed project is in conformance with many General Plan goals, policies, and objectives related to Economic Development, Land Use, Circulation, Housing, Conservation and Noise. The following Economic Development goal, objective, and policies are consistent with the project: ED 3, ED 3-1, ED 3-1.1, ED 3-1.2, ED 3-1.3, ED 3-1.4, and ED 3-1.5, since the Plan strives to preserve and improve the business environment, stabilize the economic viability of the Downtown, improve the appearance of Downtown, improve vehicular circulation, parking and streetscape and enhance the pedestrian environment while providing the opportunity for a mix of commercial services.
- D. Many Land Use goals, policies and objectives are consistent with the project including: LU 1, LU 1-4, LU 1-5, LU 1-5.1, LU 1-5.2, LU 1-5.3, LU 1-5.4, LU 1-5.5, LU 1-5.6, LU 1-5.9, LU 2, LU 2-1, LU 2-1.1, LU 2-2, LU2-2.1, LU2-2.1A, LU 2-2.1B, LU 4, LU 4-2, LU 4-2.1, LU 4-2.2, LU 4-2.3, LU 4-2.4, LU4-2.5, LU 4-2.5A, LU 4-2.6, LU 4-2.7, LU 4-2.8, LU 4-2.9, LU 7, LU 7-1, LU 7-1.3, LU7-2, and LU7-2.5. The Plan is consistent with the Land Use Element since, one of the Plan's goals is to maintain the "small town" atmosphere. The Plan also strives to preserve the Downtown's historic areas, create a sense of place, provide for citizen input through the Downtown Task Force, and Planning Commission and City Council public hearings, provide sign regulations, encourage street trees, landscaping, and entry statements, provide CEQA review and prohibit drive-thru restaurants. The Plan also encourages preservation and enhancement of the Downtown's cultural and historical resources, in that the Implementation and Design Standards sections of the Plan propose the establishment of Historic Preservation criteria for the 100 and 200 blocks of Richmond Street, with incentives and disincentives to encourage the preservation and enhancement of the historical buildings in this area. The Specific Plan provides the opportunity to enhance and further stabilize the existing Downtown tax base within a mixed-use environment. The Plan strives to create Downtown as the focal point of the community, enhancing the aesthetic environment and upgrading public spaces for Downtown activities. The Plan addresses provisions for adequate parking, low-scale, pedestrian-oriented architecture and evaluation and mitigation of traffic impacts. Lastly, the Plan provides for quality infrastructure in that improved sidewalks, streets, street lighting, and other streetscape infrastructure improvements are proposed.
- E. Circulation Element goals, policies and objectives also are consistent with the proposal including; C 1, C 1-1, C1-1.6, C1-1.8, C1-1.14, C1-2, C1-2.1, C 2, C 2-1, C 2-1.6, C2-1.7, C 2-2, C 2-2.1, C 2-3, C 2-3.1, C 2-3.2, C 2-3.4, C 3, C 3-1, C 3-1.1, C 3-1.3, C 3-1.7, C 3-2, C 3-2.1, C 3-2.2, C 4-3, and C 4-3.1, in that the circulation system in the Downtown area is safe, convenient and cost effective. The three-lane proposal on Main Street has been evaluated and can accommodate the circulation needs with minor intersection improvements and the circulation system will continue to provide emergency vehicle access. The Plan provides a pedestrian-oriented environment, which is consistent with the General Plan provisions for alternative modes of transportation. The widened and enhanced sidewalks will further enhance pedestrian activity. The Plan continues to provide bicycle and transit system access, consistent with the General Plan, while encouraging more bicycle parking facilities. The Plan also addresses

development of circulation policies that are consistent with other City policies. This section of the Specific Plan clearly indicates the consistency of the Plan with all of the applicable Elements (Economic Development, Land Use, Circulation, Conservation, and Noise). The Plan provides for the upgrading of streets to maintain the level of service, transit planning is addressed, pedestrian and bicycle access is enhanced, parking is managed and potential funding sources are identified.

- F. The goals, policies, programs, and objectives which the proposed project are consistent with are contained within the Housing Element including, H 4, H 4-1, and H4-1.1. The Specific Plan is consistent with the Housing Element in that residential uses will continue to be permitted, and increased densities will be allowed, providing the opportunity for a diversity of housing types, prices and tenure.
- G. The goal and policies which the proposed project is consistent with are contained within the Conservation Element, CN 5, CN 5-1, and CN 5-2. The Downtown Specific Plan is consistent with the urban landscape provisions of the Conservation Element. The Plan protects and enhances the quality of the urban landscape of the Downtown, particularly the characteristics and qualities identified by the community, through the Task Force, as being valued.
- H. The final goal, objective, policy and program which the project is consistent with relates to the Noise Element including, N 1, N 1-2, and N 1-2.1A. The Downtown Specific Plan is consistent with the applicable Noise Element in that the Plan requires that the current noise regulations of the Municipal Code be adhered to which address and mitigate any potential noise conflicts.

NOW, THEREFORE, BE IT FURTHER ORDAINED that the City Council hereby adopts a Mitigated Negative Declaration and approves EA No. 474, GPA No. 99-2, ZC No. 99-2, and ZTA No. 99-5, and adopts changes to the El Segundo Municipal Code as follows:

SECTION 1. Section 20.16.020 of Chapter 20.16, Title 20, of the El Segundo Municipal Code is amended to read as follows:

20.16.020 SPECIFIC PLAN ZONES.

In order to classify, regulate, restrict and segregate the uses of lands and buildings, to regulate and restrict the height and bulk of buildings, to regulate the area of yards and other open spaces about buildings and to regulate the density of population, the City has adopted the following specific plan areas which function as the Zoning Code for specific areas.

1. Smoky Hollow Specific Plan

There are four (4) classes of use zones intended to be used within the boundaries of the Smoky Hollow Specific Plan. These zones include:

GAC - Grand Avenue Commercial Zone.
MDR - Medium Density Residential Zone.
SB - Small Business Zone.
MM - Medium Manufacturing Zone.

2. 124th Street Specific Plan

There is one (1) zone intended to be used within the boundaries of the 124th Street Specific Plan. This zone is:

124th Street SP 124th Street Specific Plan

3. Aviation Specific Plan

There is one (1) use zone intended to be used within the boundaries of the Aviation Specific Plan. This zone is:

ASP - Aviation Specific Plan Zone.

4. Downtown Specific Plan

There are five (5) classes of use districts intended to be used with the boundaries of the Downtown Specific Plan. These districts include:

MSD	Main Street District
MSTD	Main Street Transitional District
RSD	Richmond Street District
NRSD	North Richmond Street District
V	The Village

The foregoing Zones are separate Zones and shall not be deemed to be more restrictive or less restrictive than any other Zone, but shall be limited to the uses permitted in the specified Zone.

SECTION 2. The Downtown Specific Plan is hereby adopted as set forth in Exhibit A, attached hereto and incorporated herein by this reference.

SECTION 3. The Land Use designations (Commercial and Public Use designations) and the proposed Land Use Plan (northwest quadrant) of the Land Use Element are hereby amended to reflect the change of a portion of the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent properties on the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities to Downtown Specific Plan. The corresponding changes to the Land Use Element as set forth in Exhibit B, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 4. The 1992 General Plan Summary of Existing Trends Buildout (Exhibit LU-3) of the Land Use Element is hereby amended to reflect the change of the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent properties on the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities designations to Downtown Specific Plan. The corresponding changes to the Land Use Element as set forth in Exhibit C, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 5. The General Plan Land Use Map is hereby changed to reflect the change for the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent

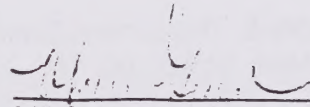
properties in the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities designations to Downtown Specific Plan. The corresponding changes to the Land Use Map as set forth in Exhibit D, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 6. The current Zoning Map is hereby amended to reflect a change for the 100-500 blocks of Main Street, the 100-300 blocks of Richmond Street and the adjacent properties on the 100-200 blocks of west Grand Avenue from Downtown Commercial and Public Facilities designations to Downtown Specific Plan. The corresponding changes to the Zoning Map as set forth in Exhibit E, attached hereto and incorporated herein by this reference, are also hereby approved.

SECTION 7. This Ordinance shall become effective at midnight on the thirtieth (30) day from and after the final passage and adoption hereof.

SECTION 8. The City Clerk shall certify to the passage and adoption of this ordinance; shall cause the same to be entered in the book of original ordinances of said City; shall make a note of the passage and adoption thereof in the records of the meeting at which the same is passed and adopted; and, shall within 15 days after the passage or adoption thereof cause the same to be published or posted in accordance with the law.

PASSED, APPROVED AND ADOPTED this 1st day of August 2000.


Mike Gordon, Mayor

ATTEST:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
CITY OF EL SEGUNDO) SS

I, Cindy Mortesen, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. 1319 was duly introduced by said City Council at a regular meeting held on the 18th day of July, 2000, and was duly passed and adopted by said City Council, approved and signed by the Mayor, and attested to by the City Clerk, all at a regular meeting of said Council held on the 1st day of August, 2000, and the same was so passed and adopted by the following vote:

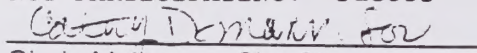
AYES: Gordon, Gaines, McDowell, Wernick

NOES: None

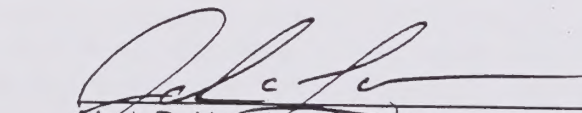
ABSENT: None

ABSTAIN: None

NOT PARTICIPATING: Jacobs


Cindy Mortesen, City Clerk

APPROVED AS TO FORM:


Mark D. Hensley, City Attorney

CITY COUNCIL ORDINANCE NO. 1319

EXHIBIT "A"

COPY AVAILABLE IN CITY CLERK'S OFFICE

CITY COUNCIL ORDINANCE NO. 1319 EXHIBIT B

discretionary application. The maximum floor area ratio (FAR) is limited to 1.3. (Ord. 1272, GPA 97-1, 6/17/97)

Parking

Permits areas for parking automobiles, motorcycles, and bicycles in surface or structured parking. Specific properties have been designated as parking to insure that adequate long-term parking space will be available.

124th Street Specific Plan

Permits warehousing and mini-storage uses (with an appurtenant custodial convenience unit). Also permits a Water Facility. The maximum FAR is 0.47:1 (with the Water Facility) and 0.54:1 (without the Water Facility). (Ord. 1309, GPA 99-1, 8/17/99)

Aviation Specific Plan

Permits warehouse "mini-storage" and storage uses with limited ancillary and support uses. The maximum floor area ratio (FAR) is limited to 0.22. (Ord. 1314, GPA 97-4, 12/7/99)

Downtown Specific Plan

Permits community serving retail and service uses, and offices, in a pedestrian-oriented environment. Also includes the Civic Center. (Ord. 1319, GPA 99-2, 8/1/00)

Industrial Designations

Light Industrial

Permits light manufacturing, warehousing, research and development, and office. Light manufacturing is defined as the assembly, packaging, fabrication, and processing of materials into finished products, rather than the conversion or extraction of raw materials. The light industrial activity shall be conducted primarily within structures; outside storage areas and assembly activity should be limited. The maximum floor area ratio (FAR) allowed is 0.6. Other compatible uses and additional FAR may be permitted for individual projects by the approval of a Specific Plan with supplemental environmental analysis. Alternative methods of calculating FAR may be permitted, subject to the provisions in the Zoning Code. (Ord. 1249, GPA 96-1, 4/2/96).

Heavy Industrial

Permits heavy manufacturing uses such as construction yards, factories, generating stations, extraction of raw materials, and refining. All uses must conform to the policies of the Hazardous Materials Element. The maximum allowed floor area ratio (FAR) is 0.6.

Institutional

Public Facilities

CITY COUNCIL ORDINANCE NO. 1319 EXHIBIT B

Designations Permits publicly owned facilities such as schools, maintenance yards, utilities, and the Library. The Civic Center is included in the Downtown Specific Plan area. (Ord. 1319, GPA 99-2, 8/1/00)

Federal Government

Permits a U.S. Government facility that is consistent with surrounding uses.

**Open Space
Designations**

Open Space

Permits passive or active use of areas preserved as useable or visual open space both publicly- and privately-owned. These areas include the El Segundo Blue Butterfly preserve, utility easements, and the existing flood control sumps.

Parks

Permits passive or active use of areas developed as parks, for community and recreational uses. Designated park areas are publicly-owned.

Proposed Land Use Plan

The following is a discussion of the 1992 Land Use Plan, which indicates future land uses for the entire City. For ease of discussion, the City is divided into four quadrants and the proposed land use designations within that quadrant are discussed. To know what is allowed under each designation, please reference the land use definitions listed above.

Northwest Quadrant

The northwest quadrant of the City has the most varied mix of uses within the City. All of the City's residential units, the Downtown area, the Civic Center, and the older industrial area of Smoky Hollow, are located in this quadrant. The 1992 Plan retains the three residential designations found on the old Plan: single-family, two-family, and multi-family, plus a new designation of Planned Residential Development. The Plan shows 357.2 acres of single-family, 57.4 acres of two-family, 119.3 acres of multi-family and 5.7 acres of planned residential development. This includes the re-designation of Imperial Avenue School, which is no longer used for educational purposes, from Public Facility to Planned Residential Development. The total number of dwelling units projected by the Plan is 7,674. One of the major goals of the 1992 Plan is to preserve the residential neighborhoods. (Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97; Ord. 1279, 10/7/97).

CITY COUNCIL ORDINANCE NO. 1319 EXHIBIT B

The Smoky Hollow area, which houses many of the City's older industrial uses, has been designated Smoky Hollow Mixed-Use, in recognition of the existing Smoky Hollow Specific Plan. The Specific Plan allows a combination of industrial, retail, office, and residential uses. The Smoky Hollow area is approximately 92.2 acres. (Ord. 1272, GPA 97-1, 6/17/97; Ord. 1279, 10/7/97).

The Downtown area is designated as Downtown Commercial (8.8 acres) and Downtown Specific Plan (25.8 acres), where existing uses are already of a community-serving nature. There are also 7.1 acres designated for Neighborhood Commercial uses along Grand and Imperial Avenues and at Mariposa and Center Streets. These have been designated only where there are existing neighborhood-serving commercial uses. (Ord. 1279, 10/7/97. Ord. 1319, GPA 99-2, 8/1/00).

The public schools, private schools, Library, and other public uses are all shown as Public Facilities. The Civic Center is included in the Downtown Specific Plan area. In addition, each of the existing public parks are designated as such. The open space areas under utility transmission corridors and the preserve for the Blue Butterfly are designated as Open Space. (Ord. 1319, GPA 99-2, 8/1/00).

The areas designated for parking on the Plan include public- and privately-owned lots which are necessary to serve existing businesses and the Downtown area.

The southwest corner of Sepulveda Boulevard and Imperial Avenue is designated Corporate Office (17.8 ac) allowing a mix of office uses, similar to what exists there now, with retail in the lobby.

There are General Commercial uses indicated along Sepulveda Boulevard, where there are existing commercial uses including the Hacienda Hotel. There is also one General Commercial area along Imperial Avenue, where the Crown Sterling Suites Hotel now exists.

Southwest Quadrant

The Southwest Quadrant has only three designations: heavy industrial, parking, and open space. The heavy industrial area covers the entire Chevron Refinery, as well as the Southern California Edison Generating Station. These uses total 958 acres.

The parking designation is an existing surface lot in the southwest corner of the City which provides 120 parking spaces for an adjacent

**CITY COUNCIL ORDINANCE NO. 1319
EXHIBIT C**

1992 General Plan Summary of Existing Trends Buildout			
Land Use Category	Acres	Dwelling Units	Square Footage
Single-Family Residential	357.2	2,858	---
Two-Family Residential	57.4	934	---
Planned Residential	5.7	65	---
Multi-Family Residential	119.7	3,389	---
Neighborhood Commercial	7.1	85 *	100,000
Downtown Commercial	8.8	18 *	383,328
General Commercial	44.3	---	1,930,000
Corporate Office	211.2	---	12,351,000
Smoky Hollow	94.1	268	2,019,454
Urban Mixed-Use North	279.0	---	15,799,212
Urban Mixed-Use South	70.6	---	3,997,936
124th Street Specific Plan	3.9	1	73,530
Aviation Specific Plan	5.4	---	66,000
Downtown Specific Plan	25.8	82 *	1,123,848
Parking	11.8	---	---
Light Industrial	356.1	---	18,529,000
Heavy Industrial	1,086.8	---	---
Public Facilities	87.9	---	---
Federal Government	90.6	---	---
Open Space	78.3	---	---
Parks	50.0	---	---
Street & Railroad R.O.W.	442.6	---	---
Totals	3,494.3	7,700	56,373,308
Population Projection	17,287		

* Existing construction and recently constructed, renovated commercial centers and legal nonconforming residential uses at densities that are currently higher than allowed by the land use designations in this plan will not realistically be converted to mixed commercial/residential uses and these buildings are expected to remain for the life of the Plan.

** The heavy industrial shown on this plan includes the Chevron Refinery, Southern California Edison Generation Station, Air Products and Allied Chemical facilities. These facilities have processing equipment and tanks rather than buildings and are expected to remain for the life of the Plan. Therefore, no estimated building square footage is shown.

Source: City of El Segundo Planning Department and The Lightfoot Planning Group

Amendments: Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, GPA 95-1, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97; Ord. 1279, GPA 97-2, 10/7/97; Ord. 1309, GPA 99-1, 8/17/99; Ord. 1314, GPA 97-3, 12/7/99; Ord. 1319, GPA 99-2, 8/1/2000

CITY OF EL SEGUNDO * GENERAL PLAN

**1992 General Plan
Summary of Existing Trends Buildout**

exhibit

LU-3

**CITY COUNCIL ORDINANCE NO. 1319
EXHIBIT C**

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Single-Family Residential	357.2	2,858	---
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Corporate Office	211.2	---	12,351,000
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Urban Mixed-Use North	279.0	---	15,799,212
Urban Mixed-Use South	70.6	---	3,997,936
124th Street Specific Plan	3.9	1	73,530
Aviation Specific Plan	5.4	---	66,000
Downtown Specific Plan	25.8	552 <u>82</u> *	1,123,848
Parking	11.8	---	---
Light Industrial	356.1	---	18,529,000
Heavy Industrial	1,086.8	---	--- **
Public Facilities	87.9	---	---
Federal Government	90.6	---	---
Open Space	78.3	---	---
Parks	50.0	---	---
Street & Railroad R.O.W.	442.6	---	---
Totals	3,494.3	8,170 <u>7,700</u>	56,373,308
Population Projection	18,345 <u>17,287</u>		

* Existing construction and recently constructed, renovated commercial centers and legal nonconforming residential uses at densities that are currently higher than allowed by the land use designations in this plan will not realistically be converted to mixed commercial/residential uses and these buildings are expected to remain for the life of the Plan.

** The heavy industrial shown on this plan includes the Chevron Refinery, Southern California Edison Generation Station, Air Products and Allied Chemical facilities. These facilities have processing equipment and tanks rather than buildings and are expected to remain for the life of the Plan. Therefore, no estimated building square footage is shown.

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CITY OF EL SEGUNDO * GENERAL PLAN

**1992 General Plan
Summary of Existing Trends Buildout**

exhibit

CITY COUNCIL ORDINANCE NO. 1319
EXHIBIT C

1992 General Plan				
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Corporate Office	211.2	---	12,351,000	
Smoky Hollow	94.1	268	2,019,454	
Urban Mixed-Use North	279.0	---	15,799,212	
Urban Mixed-Use South	70.6	---	3,997,936	
124th Street Specific Plan	3.9	1	73,530	
Aviation Specific Plan	5.4	---	66,000	
Downtown Specific Plan	25.8	552	1,123,848	
Parking	11.8	---	---	
Light Industrial	356.1	---	18,529,000	
Heavy Industrial	1,086.8	---	---	²
Public Facilities	87.9	---	---	
Federal Government	90.6	---	---	
Open Space	78.3	---	---	
Parks	50.0	---	---	
Street & Railroad R.O.W.	442.6	---	---	
Totals	3,494.3	8,170	56,373,308	
Population Projection	18,345			

¹ Existing construction and recently constructed, renovated commercial centers and legal nonconforming residential uses at densities that are currently higher than allowed by the land use designations in this plan will not realistically be converted to mixed commercial/residential uses and these buildings are expected to remain for the life of the Plan.

² The heavy industrial shown on this plan includes the Chevron Refinery, Southern California Edison Generation Station, Air Products and Allied Chemical facilities. These facilities have processing equipment and tanks rather than buildings and are expected to remain for the life of the Plan. Therefore, no estimated building square footage is shown.

Source: City of El Segundo Planning Department and The Lightfoot Planning Group

Amendments: Ord. 1209, GPA 93-1, 11/2/93; Ord. 1244, GPA 95-1, 2/6/96; Ord. 1272, GPA 97-1, 6/17/97; Ord. 1279, GPA 97-2, 10/7/97; Ord. 1309, GPA 99-1, 8/17/99; Ord. 1314, GPA 97-3, 12/7/99; Ord. _____, GPA 99-2, XX/XX/2000

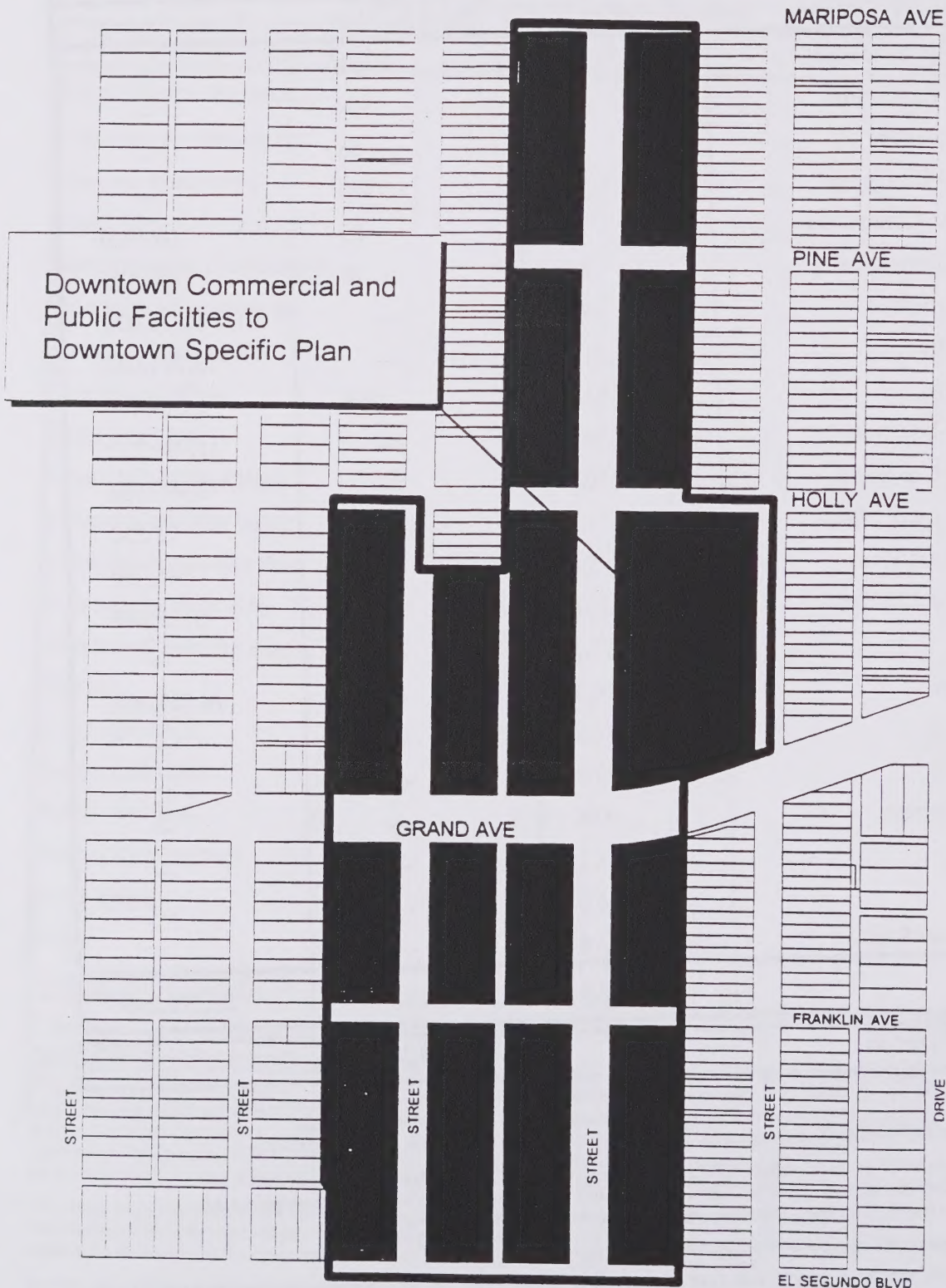
CITY OF EL SEGUNDO * GENERAL PLAN

**1992 General Plan
Summary of Existing Trends Buildout**

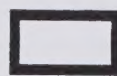
exhibit

LU-3

City Council Ordinance No. 1319
Exhibit D

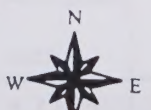


General Plan Amendment Map

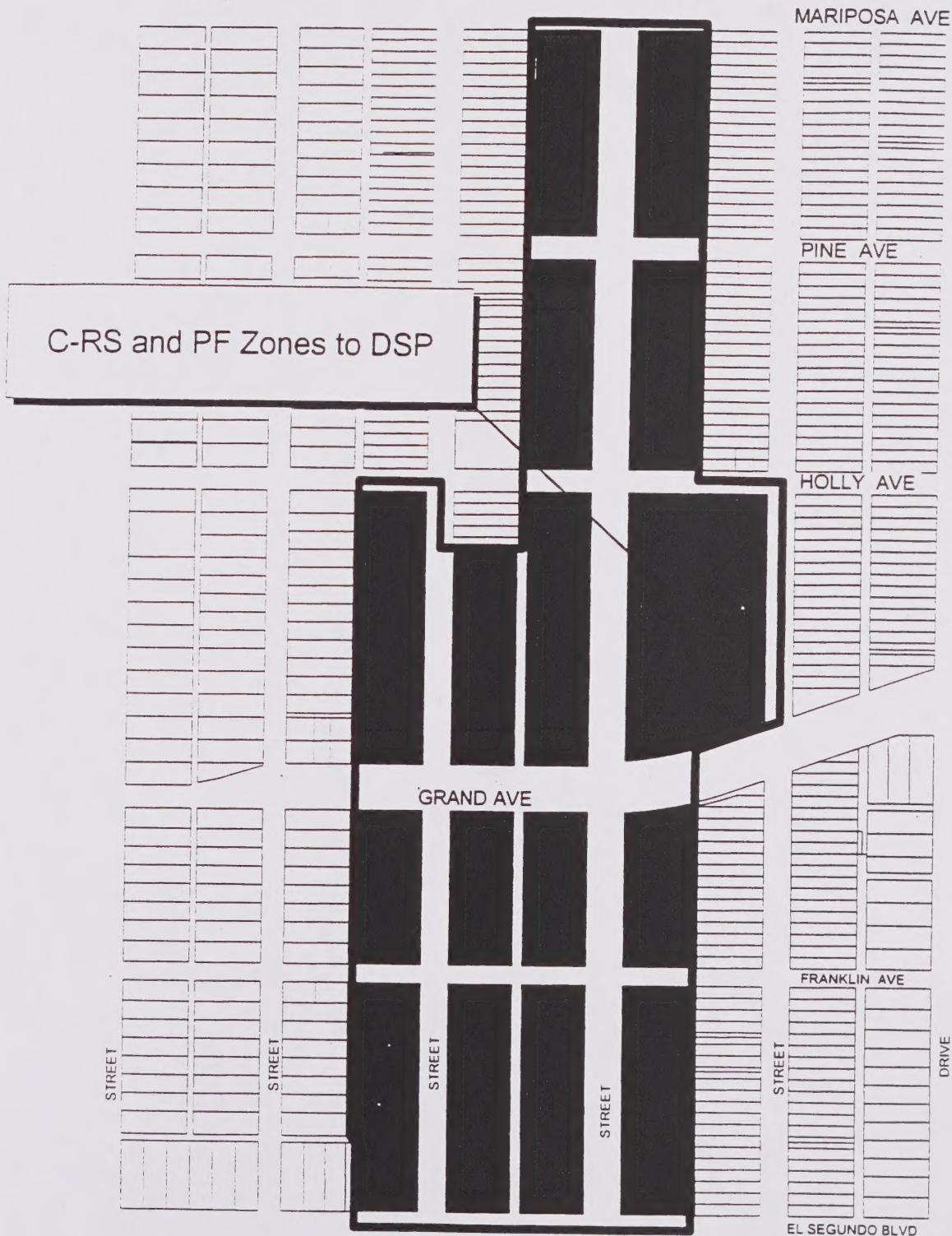
 Specific Plan Boundary

500

1000 Feet



City Council Ordinance No. 1319
Exhibit E



Zone Change Map

 Specific Plan Boundary

500

1000 Feet



U.C. BERKELEY LIBRARIES



C101746097

County of Contra Costa
Exhibits

General Plea

Case No. 101746097